SPECIAL APRIL SHOWERS ISSUE

MAD

IND

No. 63 June, '61

OUR PRICE 25¢ CHEAP





Boy, were we surprised!



Up to now, we've showed some of the thousand little ways "SCUTCH" BRAND Tape helps create happy moments . . . mainly for us. Here's one way we never dreamed of!

When we figured out how much loot he got away with, we reached for the decanter that says "SCOTCH"!

MINNEHAHA MINING AND MANUFACTURING CO.
. . . WHERE WASTE IS THE KEY TO PROFITS
3M

NUMBER 63 JUNE 1961

MAD

"People get into financial difficulty when they don't act their wage!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner

EDITORIAL INSISTENTS: Jerry De Fuccio, Nick Meglin

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SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano

CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

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VITAL FEATURES



One way to improve education is to make textbooks more interesting. One way to improve **MAD** magazine is to make it less often.



We note that industry has skipped 'breakfast" in an era of "specialization". After this article, you will skip breakfast, too.



This new TV trend is the result of a survey which showed that adults watch kiddie cartoons. Actually there's nothing better!



MAD offers suggestions for improving America's prestige abroad, ignores one important suggestion: don't tell 'em about **MAD!**



We saw a one-minute TV commercial, figured out what happened the minute after it, and wrote this article one minute later.



Magazines spend millions of dollars acquiring and holding subscribers. **MAD** spends next to nothing on an article exposing them.



Gossip columns prove that several well-chosen words are worth one distorted picture, and two wrongs never require a re-write.



This new movie—produced, directed, and starring John Wayde—gave us the impression he obviously remembers another Alamo.

I just told a Passenger WHERE TO GET OFF!

Mainly because he didn't leave his copy of **MAD** on the seat!)



If you're like Fletcher the Conductor, you're definitely on the "wrong track." You'll have to "switch" your thinking, because nobody leaves **MAD** behind. So stop looking for that "free ride" and

SUBSCRIBE TO MAD

- - - - - use coupon or duplicate - - - - -

MAD SUBSCRIPTIONS
225 Lafayette Street
New York 12, New York

I enclose **$2.00.** Please enter my name on your subscription list, and send the next nine issues of **MAD** to me by mail. Though you may call this deal a "fare" shake, I figure I've been "railroaded"!

NAME____________________

ADDRESS__________________

CITY______________ ZONE______

STATE____________________

LETTERS DEPT.



A MEASURE OF DURABILITY

My family has enjoyed every issue of your publication for a number of years. We feel that it helps to bring a little *sanity into this troubled world. One of* the measures of the durability of a Nation's greatness is its ability to laugh at itself.

Ronald Garrett
San Jose, Calif.

NO PROBLEM

My father thinks your magazine is stupid, idiotic, and a waste of money. But I still like it! He tells me to stop buying it. But I still bring it home! What should I do about this?

Mark Uslan
New Milford, N. J.

Nothing! You're doing fine!—Ed.

GERM OF AN IDEA

My congratulations on "A MAD Peek Through The Microscope." I was amazed to see your great new discoveries concerning the world of living things found in the blood. I guess it takes a clot to know a clot!

Raymond Aaron
Toronto, Canada

A MAD DISCOVERY

We just discovered MAD recently . . . because we saw that it was "good, clean fun" for our boys to read. They laugh themselves sick over it.

Mrs. E. O'Donnell
Waukegan, Illinois

That's good, clean fun if we ever heard of any!—Ed.

PLEASANT DISCOVERY

After reading your latest issue, I was pleased to discover that it had a happy ending. Mainly, I was very happy when it was over with.

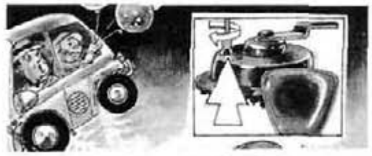
Danny Klayman
Minneapolis, Minn.

HAVE FIRST NAME—WILL TRAVEL

In "Guest Shots" (#61) you state that Paladin has no first name. Actually, his first name is "Wire"! If you watch carefully, you'll see that his card says: "Wire Paladin, San Francisco."

T. Neal
Aldergrove
British Columbia, Can.

A SCREWY MISTAKE



Counter-clockwise?

On page 40 of issue #61 ("MAD's Do-It-Yourself Auto Repair Manual"), writer-artist David Berg made a slight error in telling how to adjust the horn. He said to turn the adjustment screw in a "counter-clockwise direction," but in the inset, he shows an arrow pointing in a clockwise direction. How come?

Jim Stewart
Niagara Falls, Ont.

Mr. Berg's clocks run backwards!—Ed.

CRUMPLED PLAYKID FOLDOUT

Thought your Miss March "Playkid of the Month" had very shapely legs. What's this about one-in-200,000 foldouts being crumpled in the printing press? I've rummaged through thousands of copies of MAD #61, and haven't found one crumpled foldout yet.

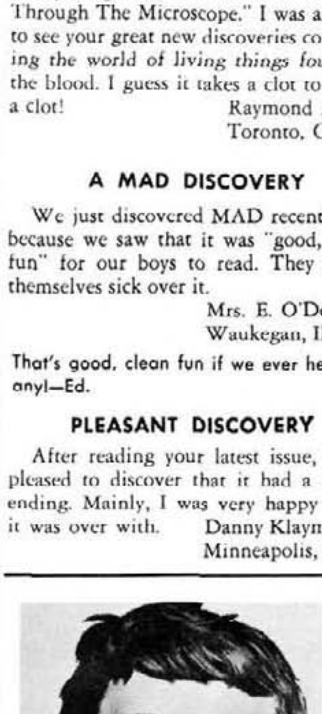
George Izo
Barberton, Ohio

ASKING FOR REFERENCES

Throughout the trash-ridden pages of your magazine, you continually imitate, satirize, or make reference to well-known *magazines, newspapers, TV shows, and all* that jazz. What I'd like to know is: When are the clods from all that jazz going to make reference to Mad?

Daniel Cleveland
Stoneham, Mass.

When they name it in their law suits!—Ed.



PRICES SLASHED!

Yes, discount stores everywhere are slashing prices, but we stubbornly continue to demand **25¢** for a full-color picture of Alfred E. Neuman. Lucky for us these discount stores refuse to carry them . . . so if you want one, you'll have to send **25¢** to: Dept. "What—Color?", c/o **MAD**, 225 Lafayette St., New York 12, N.Y.

BURNED UP

For years now, I've tried to get a letter published in your crumby magazine without success, and I've come to the following conclusion: Letters never reach the editor's desk because Dept. 61, Room 706 is the incinerator!
Greg Roberson
Long Beach, Calif.

That may be true! Certainly, MAD's editor constantly makes an ash of himself!—Ed.

NOT BURNED UP

You might like to know that MAD is indestructible. A drugstore in Aiken burned down recently, and it was a total loss. *Except for a pile of MAD magazines,* which came through untouched by the blaze!
Rick Frommer
Aiken, S. C.

That's because MAD is all wet to begin with!—Ed.

MAD PROGNOSIS

I've been reading your great magazine for about five years now, and you seem to be getting better all the time!
Poncho Galvar
Somerville, Ala.

Either that, or you're getting worse all the time!—Ed.

MAD STAFF WORK



Why is it that every time I see a picture of the MAD staff in the magazine, they're always lounging around sleeping, or doing nothing. If this is true, how in heck do you get the magazine out?
Kenny Mac Farlane
No Address Given

Beats us!—Ed.

A READING QUESTION

The other day, I was reading my copy of MAD during English Class. The teacher spotted me and took the magazine away. Later, he told me he would return it after he finishes reading it. Can he do that?
Mike Denier
Cincinnati, Ohio

Why not! He's an English teacher! He ought to know how to read!—Ed.

WE'VE GOT THEIR NUMBER

I've noticed that people who pick up MAD on the newsstands always thumb through it starting from the back. May I suggest that you number your pages from back to front. This will make "backward readers" feel right at home.
John Nicosia
Penn State University
State College, Pa.

Actually, "backward readers" are right at home with MAD as is!—Ed.

BIG BLAST

I think that every man who holds an important public office should be forced *to take a four-year subscription to MAD!* Your magazine is a big blast at our school! (The teachers always blast it!)
Paul Hogan
Aurora, Ill.

ESCAPE LITERATURE

Although all of us aboard are self-imposed exiles, and have run away from the contrivances of a "nine-to-five—return-to-suburbia—day", we thought we'd let you know that MAD Magazine has remained a resilient staple. As we continue our voyage among the Caribbean Islands, you can rest assured that MAD remains alongside the Ship's Log.
Michael Foster
Aboard the yacht "Quest"
Royal Jamaica Yacht Club
Kingston, Jamaica

Why settle for the magazine when you can have the whole staff in-the-flesh?—Ed.

Please address all correspondence to: MAD Dept. 63, Room 706, 225 Lafayette Street New York 12, New York

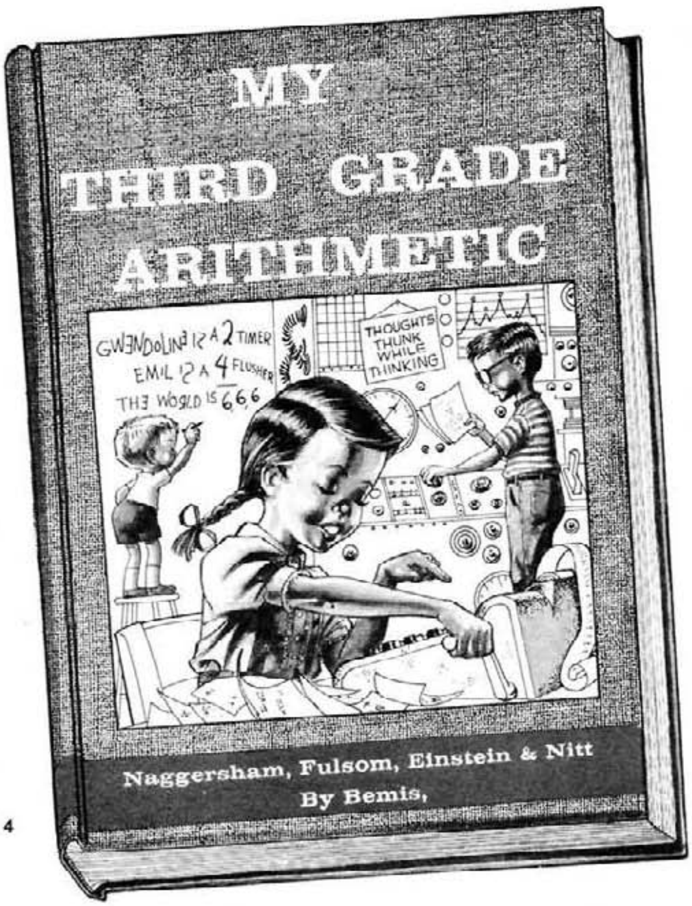
LESSON THE LOAD DEPT.

During the recent heated controversy over "Why Johnny Can't Read," the nation's educators lost sight of an even more significant fact: Namely, Johnny also can't write, spell, add or subtract! MAD's Educational Editor, who has the same shortcomings as Johnny plus the additional problem of not knowing when to come in out of the rain, has studied the matter and

MAD'S MODERNIZED TEXT

ARTIST: DAVID BERG





LESSON 1.

1. 3 Hoodlums in 1 Bank @ 4 A.M. @ 7-to-10 years per Hoodlum = _____
2. 2 Drunks in 1 Sports Car approaching 1 Grade Crossing @ 97 MPH = _____
3. Wyoming 49 + Utah State 6 = _____
4. 4 Wetbacks @ 15¢ per hour + 1 Wage & Hour Law Inspector = _____
5. 1 Illegal Left Turn + 0 Drivers License + 1 Motorcycle Cop = _____
6. 20 Minutes Time spent on 4 Hours of Homework + an I.Q. of 72 = _____
7. 1 Movie @ 107 Min. + 1 Movie @ 97 Min. + 9 Cartoons @ 12 Min. Ea. = _____
8. 1 Elvis + 12,000,000 Teenagers @ 16 Shrieks per Teenager = _____



come up with an explanation. Today's children are developing into clods because old-fashioned textbooks still in use fail to hold their interest, fail to reflect life as it is lived now, and fail to prepare kids for what they face in the years ahead. To remedy this situation, we recommend that schools immediately junk their outdated texts and replace them with

ELEMENTARY SCHOOL BOOKS

WRITER: TOM KOCH



LESSON 2.



1. If Romney earns $26 per week and buys a Cadillac with payments of $137.85 per month, how many girls can he impress before the Finance Company takes his car away?
2. If Wallace has $47 and Lefty has 14¢, how many times will Lefty have to hit Wallace before he has $47.14?
3. If Alice is still unmarried at 34, how many more years must she remain unmarried before she becomes 29?
4. If 1 handy home owner can repair 1 stopped-up sink in 25 minutes, how many hours will it take 2 plumbers charging $6.00 an hour to do the same job?
5. If Mendl has $4 and Selma wants to go to a night club with a $10 cover charge and an $8 minimum, where will Mendl push Selma out of the car?
6. Herman owns a Dry Cleaning Store and is required to pay $75 protection per week to the mob. If Herman fails to make the payment for 3 weeks in a row, how many boys will Big Eric send over to take care of him?
7. If Maudie Ann buys 7 Rock 'n Roll records per week at 89¢ per record and plays each one 29 times a day, how long will be it before her parents are taken to a sanitarium?

ANSWERS

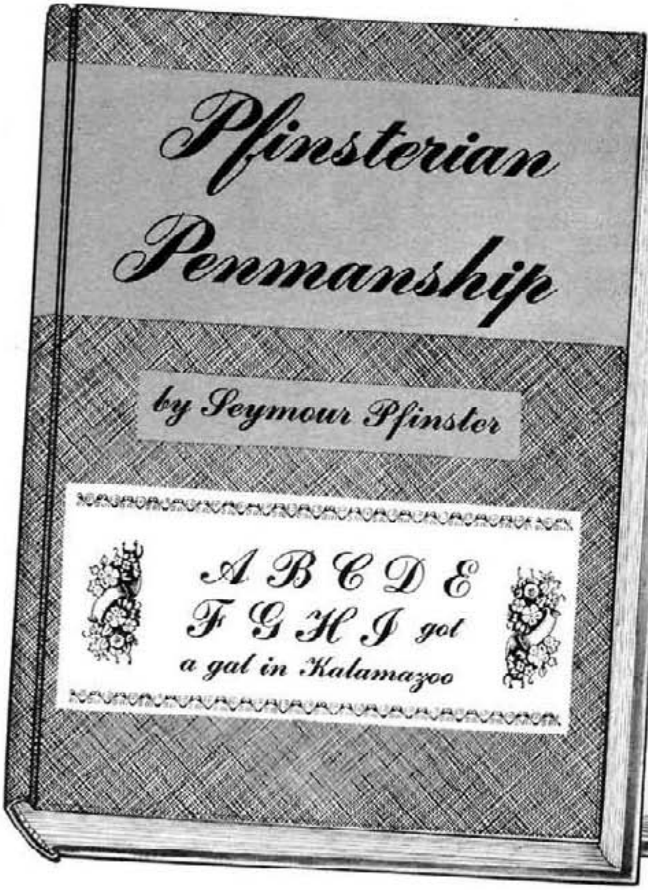
LESSON 1.

1. 8 years each for 2 Hoodlums and a Suspended Sentence for 1 Fink
2. 1 Caboose full of scrap metal
3. 1 New Coach at Utah
4. 1 Lucky Farmer because the Wetbacks can't complain in English
5. 1 Interesting Chase + 5 Bullet Holes in the car
6. 3 years in the 4th Grade
7. 1 Curfew Violation
8. $3,000,000 a year for Elvis

LESSON 2.

1. Knowing Romney, probably none.
2. A maximum of once.
3. It's hard to tell because she claims she's 27 now.
4. About $30.00 worth.
5. About 3 blocks this side of the night club.
6. One is plenty since Herman is 72 and a midget.
7. Considering her parents' normal *instability*, 2 days should do it.

**Psychiatrists offer "Satisfaction guaranteed, or your mania back!"



LESSON ONE

Dear Friend,
I am fine. How are you? The weather here is nice. Put $25,000 in small unmarked bills in a paper sack, and leave it behind the B & O freight shed or you will never see your kid again!
Your friend, Desperate

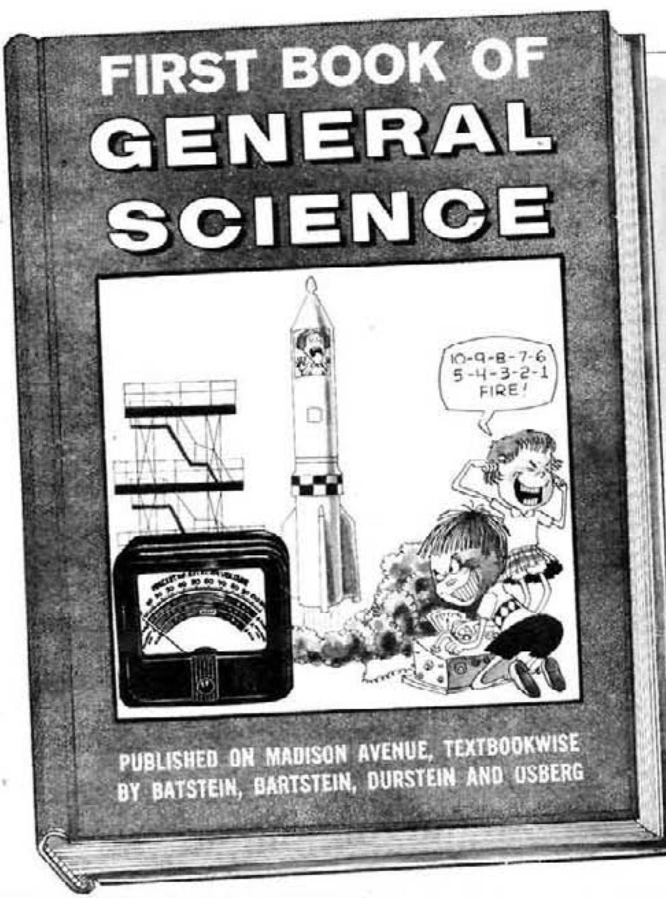
1. Make one copy of the above lesson. 2. Mail to local newspaper without return address. 3. If it gets printed, act innocent.

LESSON TWO

Editor, The News-Graphic
Dear Sir:
As a thinking person, I am fed up with the way our school system is being run, especially Miss Watanabee, who teaches 4th Grade at P.S. 193. It is time we stopped squandering our public funds on teachers like Miss Watanabee, who is mean to all kids, mostly me!
Yours truly,
Name Withheld

1. Copy this lesson 3 times. 2. Send one copy to parents, keep one for your files, burn the other. 3. Don't cross any State lines. 4. Hire a good lawyer.

**Darkroom photographers face each day with mixed emulsions.

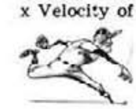


LESSON 1.

MEMORIZE AND LEARN TO APPLY THE FOLLOWING KEY FORMULAS:

1. $G = TgVm^2$

Gardol = Thickness of glass x Velocity of missile²





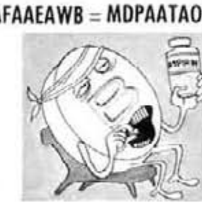
2. MI¼IIST = MI.63CIST + NFFBWYGARF

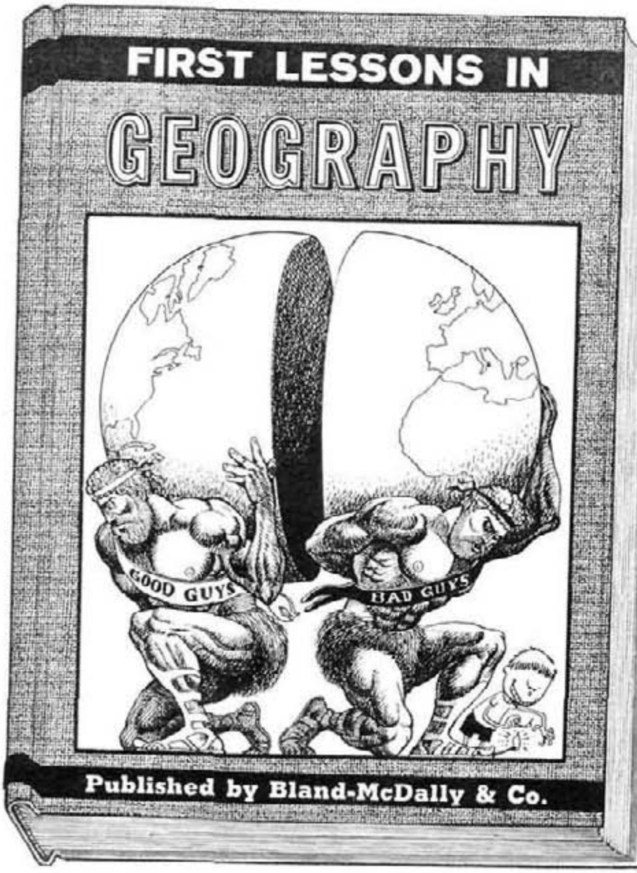
(The Most Important ¼ Inch In Smoking Today = The Most Important .63 Centimeters In Smoking Today + No Filter Feedback Without You Got A Recessed Filter)



3. BATAFAA + EFFMM = AWTAFAAEAWB = MDPAATAOHR

(Bufferin Acts Twice As Fast As Aspirin + Even Faster For Millions More = Anacin Works Twice As Fast As Aspirin Even Aspirin With Buffering=More Doctors Prescribe Aspirin Alone Than Any Other Headache Remedy)

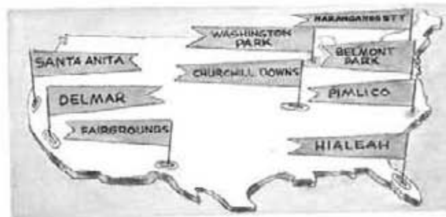




Lesson 1.

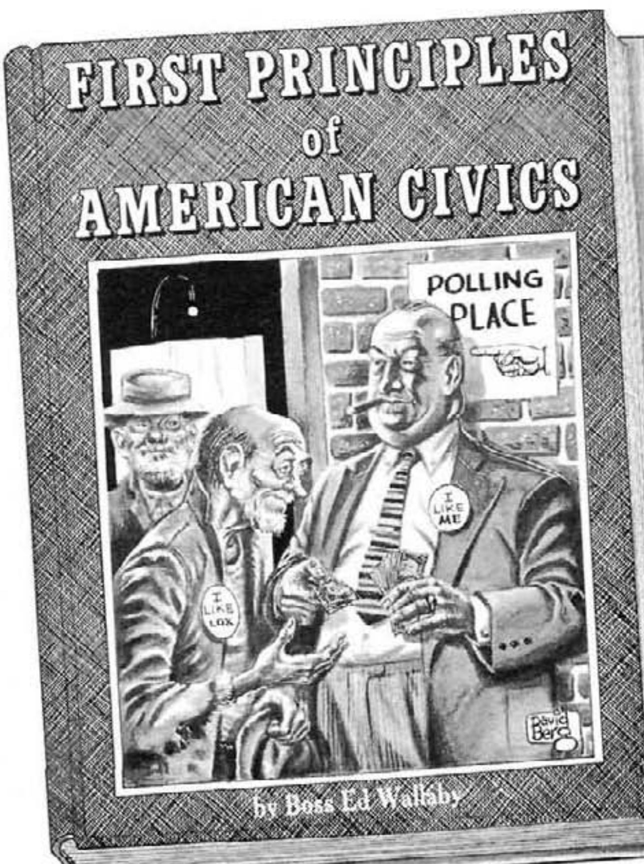
The student of United States geography can learn a great deal about our country by following the ponies. In the wintertime, the bangtails race in the South because it's warm there. In the Spring and Summer, when Mother Nature kisses our northern states with her magic wand, the nags race there.

Being a railbird gives one on opportunity to see all the glories of America without ever being more than a few steps away from the pari-mutuel windows. However, one need not travel to the tracks to learn. If you cannot make a trip, why not enjoy a make-believe journey at your local bookmaker's, and be taken there?



Topics For Group Discussion

1. What country has its capital located near Pimlico? Talk this over as you look at slides of past Preakness winners.
2. Appoint a classmate to write a report on "Tote Boards in Sunny Florida."
3. Ask your teacher to explain such terms as *"breakage, quinellas, the Winter Derby Book,"* etc.



MUNICIPAL GOVERNMENT IN THE UNITED STATES

Throughout our history, local government has remained the grass roots of American Democracy. Using the chart below, study and familiarize yourself with the structure of most municipal governments in the United States:

THE BIG BOSS — THE BIG BOSS'S MOLL

THE BIG BOSS'S ADVISORS AND OTHER TOP-RANKING HOODLUMS

- CROOKED POLICE CHIEF
  - BOUGHT-OFF COPS
    - PROTECTION COLLECTORS
      - CURRENT VICTIMS — DEAD VICTIMS
- FIXED ALDERMEN
  - PHONY CONTRACTORS
- WARD HEELERS
  - BALLOT BOX STUFFERS
    - CITY OFFICIALS APPOINTED AS A RESULT OF PATRONAGE
      - CITY OFFICIALS APPOINTED AS A RESULT OF NEPOTISM
        - THE MAYOR

CLASS PROJECTS IN LOCAL GOVERNMENT

1. Pay a visit to your Mayor if he is currently out of prison.
2. Study your city's charter and learn whether lesser city officials such as torpedoes, fingermen, etc. are elected or appointed.
3. Trace the history of your city from the time of honest government to the present day. Compare and contrast. Somethin', huh?!

NEUMAN-CLATURE DEPT.

The next article is directed at all you new parents, and all you future parents. (All **old** parents have **already goofed,** so it's **too late** for them!) You may not believe this, but the name you pick for your child is an important factor in determining his future. Because every name has a meaning, and it's a fact that a person subconsciously lives up

WHAT'S IN

JACQUELINE



"the supplanter"
(†) Pg. 68

ROBERT



"bright, famous counselor"
(*) Pg. 174

JAYNE



"endowed by Heaven"
(†) Pg. 68

ARNOLD



"eagle-strong"
(‡) Pg. 44

RONALD



"of mighty power"
(†) Pg.168

LLOYD



"grey wastes of ocean"
(‡) Pg. 181

ELSA



"a swan"
(*) Pg. 215

ELFRIDA



"supernaturally wise"
(†) Pg. 52

FABIAN



"a bean farmer"
(*) Pg. 121

**A cross-eyed milkmaid is usually in a state of udder confusion.

to the meaning of his name. We discovered this fact when we checked out some famous people in such books as "These Are The Names†" by Alfred J. Kolatch, "What Shall We Name The Baby*" by Winthrop Ames, and "Name This Child‡" by Eric Partridge. So think twice before you label your offspring! Check carefully, and make sure that you know . . .

ARTIST: MORT DRUCKER
WRITER: PHIL HAHN

A NAME?

RICKY



"rich vulgarian"
(‡) Pg. 237

STAN



"he who lives . . . in the meadow"
(‡) Pg. 256

WERNER



"protector of the army"
(‡) Pg. 280

MARIA



"stubborn, rebellious"
(‡) Pg. 196

EDDIE



"rich, fortunate, blessed"
(†) Pg. 134-5

RICHARD



"powerful ruler"
(†) Pg. 166

PAT



"mighty battle-maid"
(‡) Pg. 197

DENNIS



"a reveler"
(‡) Pg. 89

ALFRED



"crafty, elfish counselor"
(‡) Pg. 33

THE BOWL GAME DEPT. Today, we live in an era of the "Specialized Market Appeal." F'rinstance, there are cigarettes for the "Thinking Man" (Viceroy) . . . whiskeys for "Knowledgeable People" (Imperial) . . . and magazines for "Idiots" (Mad)!

SPECIALIZED BR

ARTIST: BOB CLARKE



..An architect who designs an outhouse plans a head.

But the men who make breakfast cereals seem to be ignoring this new trend in marketing. So to help them along, MAD presents a whole line of cereals to help various types of people face their day. In other words, a line of

EAKFAST FOODS

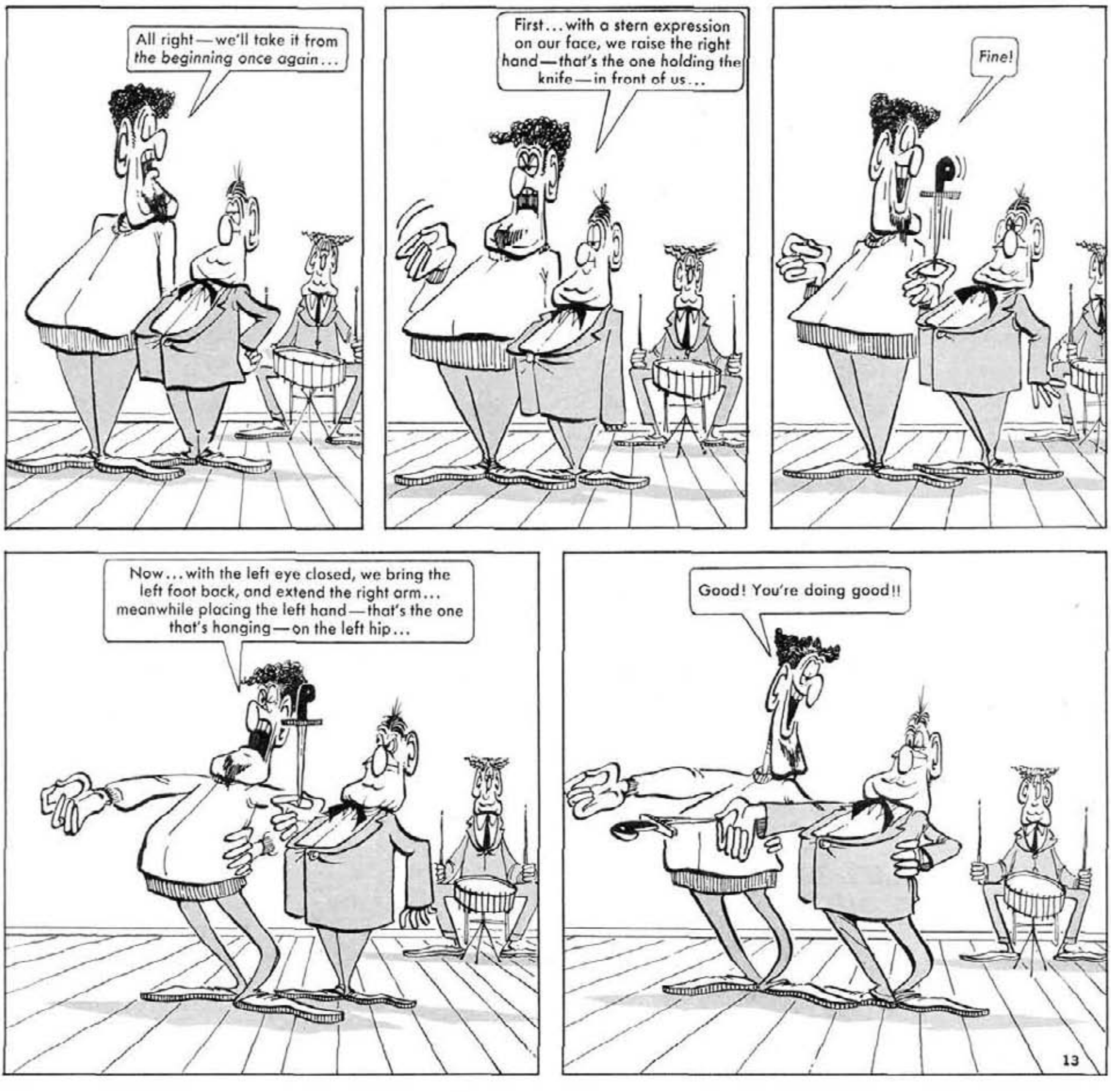
WRITER: BOB MARGOLIN

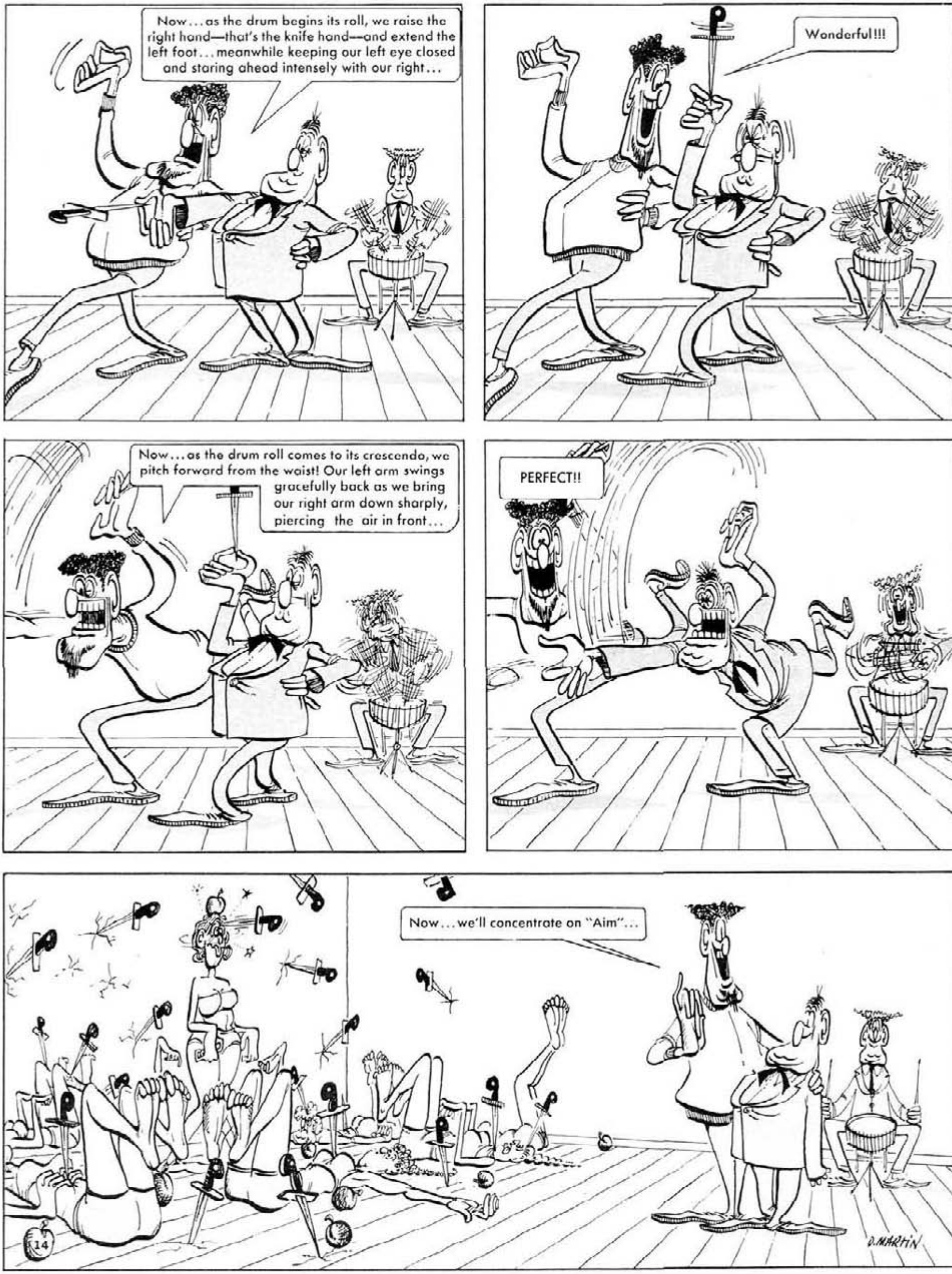



FOR ADVERTISING MEN
CRUNCHY "FAKER OATS" GIVES YOU THAT EXTRA ENERGY YOU NEED TO RUN FOR THE COMMUTER TRAIN AND GET THROUGH THE DAY BY PROVIDING THESE MINIMUM DAILY AD-MAN REQUIREMENTS:
10% Miltown 15% Equanil
12% Amphojel 13% Martini
50% Baloney
BIG CONTEST! VALUABLE PRIZES! CASH! Write a short essay on: "How to Accept Graft And Still Look Honest"
"PUFFED WIND" GIVES YOU THE STRENGTH TO TALK FOR HOURS BECAUSE IT'S MADE WITH RED-HERRING, TONGUE-IN-CHEEK AND OLD HOGWASH
FAKER OATS
"It's Breakfastville!"
FREE IN THIS BOX A COUPON GOOD FOR A FREE ROUND-TRIP on the NEW HAVEN RAILROAD
PUFFED WIND
"Fluffs of Hot Air—Shot From Big Guns!"
FOR POLITICIANS
FREE IN THIS BOX!
A 3-D Cut-Out
"GREAT SCENES IN AMERICAN POLITICS"
Collect the whole series:
*TOM DEWEY, kicking himself after the 1948 election
*ADAM CLAYTON POWELL, filling out his Federal Income Tax
*IKE EISENHOWER, breaking par at Burning Tree Golf Club
*ADLAI STEVENSON, cutting holes in his 1956 campaign shoes
*PAT NIXON, storing her cloth coat and taking out her Mink
I LIKE ME
ALL-BRAIN
"Food For Thought"
FREE ON THE BACK A LIFE-SIZE CUT-OUT MASK OF ALBERT SCHWEITZER
FOR INTELLECTUALS
E=MC² a=x²-y² (x²-y+2xy / x·x·y²) P+25=MAD²
TROUBLED WITH IRREGULAR IDEAS?
No need to resort to harsh, habit-forming books. "All-Brain" is the world's largest selling mental laxative!

One thing that's hard to miss is the "point" in a Don Martin gag—as illustrated by this first one . . . an incident Don experienced

AT THE KNIFE-THROWING SCHOOL





Now... as the drum begins its roll, we raise the right hand—that's the knife hand—and extend the left foot... meanwhile keeping our left eye closed and staring ahead intensely with our right...
Wonderful!!!
Now... as the drum roll comes to its crescendo, we pitch forward from the waist! Our left arm swings gracefully back as we bring our right arm down sharply, piercing the air in front...
PERFECT!!
Now... we'll concentrate on "Aim"...
D. MARTIN

DRAWING ON AN OLD FORMAT DEPT.

The latest rage in TV, it seems, is the "Adult Cartoon Show". It started when TV pollsters discovered that millions of Mommies and Daddies were enjoying a "Kiddie Cartoon Show" called "Hucklebuckle Hound". Quick to spot a trend (and the chance for a fast buck), TV Producers are currently scrambling to turn out cartoon shows specifically designed for grownups. The first of many more of these shows to come is called "The Flintstoners", and if this show is indicative of the trend, all we can say is: While the *look* may be new, the *sound* has an *old familiar ring!* Namely, the scripts of "The Flintstoners" are exactly like all the other scripts we've been seeing around the channels for years. The only thing that is changed, it appears, is that more and more TV actors are gonna be out of work due to . . .

ADULT TV CARTOONS

SAMPLE SCENE SHOWING HOW SCRIPT OF NEW ADULT CARTOON SHOW IS EXACTLY THE SAME AS SCRIPT OF OLD REGULAR-TYPE TV SHOW

THE FLINTSTONERS

ARTIST: WALLACE WOOD
WRITER: AL JAFFEE



THE HONEYMOONERS

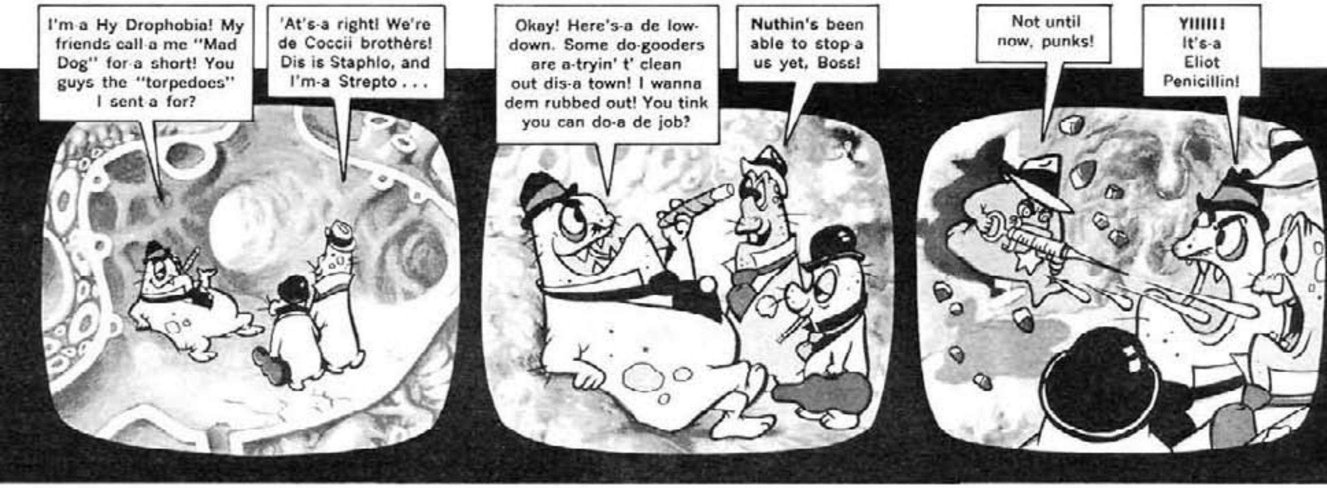


Yes, it's obvious that the television viewer isn't getting much that's new with "Adult TV Cartoons". But the Television Producer is getting a lot that's new! For one thing, he's getting actors that demand no salaries, royalties or residuals. And he no longer has to deal with temperamental stars. Expensive stage sets are out, too! So are props, costumes, lights, and shooting schedules. All he needs now is a low-priced cartoonist with a bottle of ink and a pen. Naturally, with an incentive like this, there's every reason to believe that all television programs will "go cartoon" eventually, and we'll be seeing shows like these . . .

**Many a man lives by the sweat of his frau.

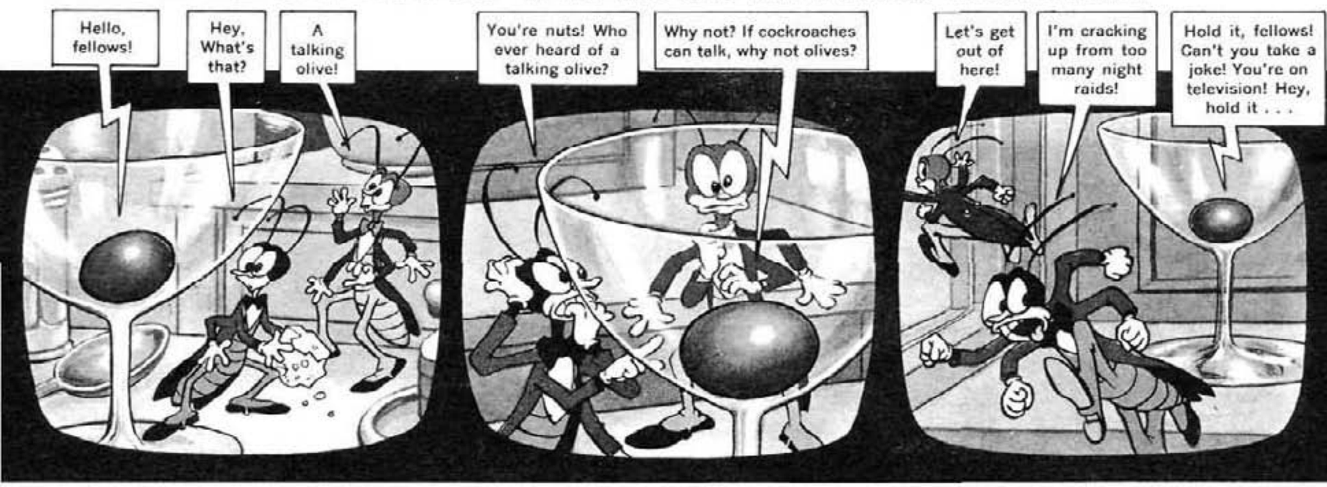
THE UNTOUCHABACILLI

These cartoon stories will be based on true facts from an era when dangerous bacteria threatened law and order in the land.



CANDID CAMERABUG

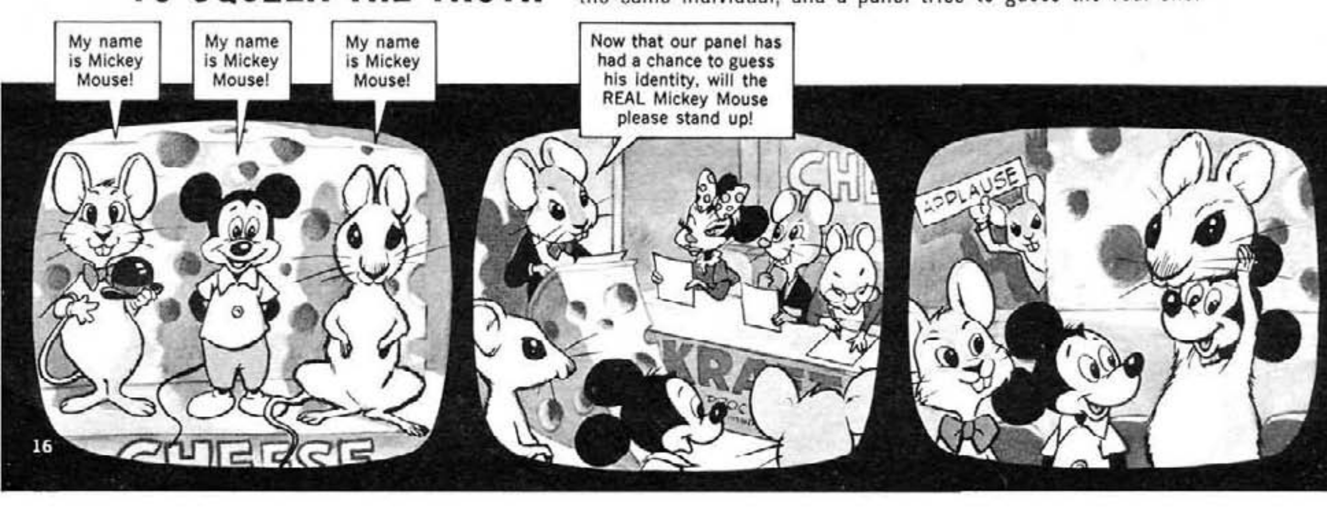
This new cartoon show will catch its victims off-guard, like an after-hours scene taken in a famous restaurant's kitchen.



**Two beatniks with wigs are as alike as toupees in a pad.

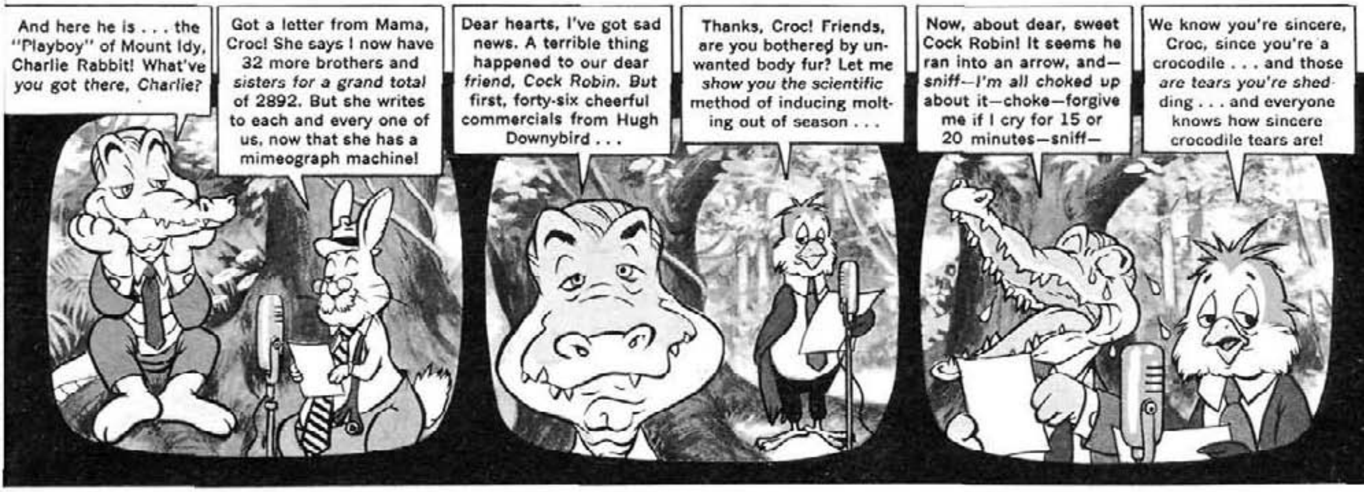
TO SQUEEK THE TRUTH

On this show, three cartoon characters will all claim to be the same individual, and a panel tries to guess the real one.



THE CROC PAAR SHOW

This fascinating night cartoon show will feature an emotional emcee, off-beat guests, frank discussions, plenty commercials.



THE GROUCHO OWL SHOW

This new cartoon quiz will rely on the emcee's insulting the contestants for its entertainment. Questions are incidental.



**A sailor is a wolf in ship's clothing.

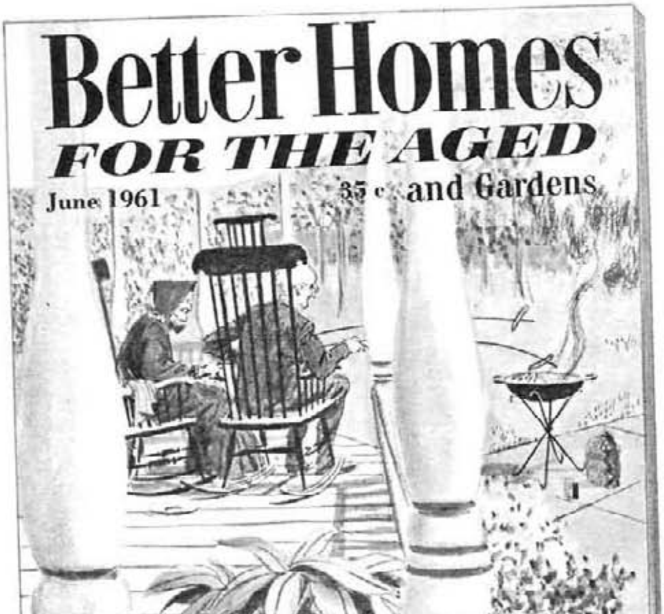
ANIMAL TO ANIMAL

This will be an interview show which visits the homes of TV cartoon celebrities. Your host will be Charles Collingwolf.

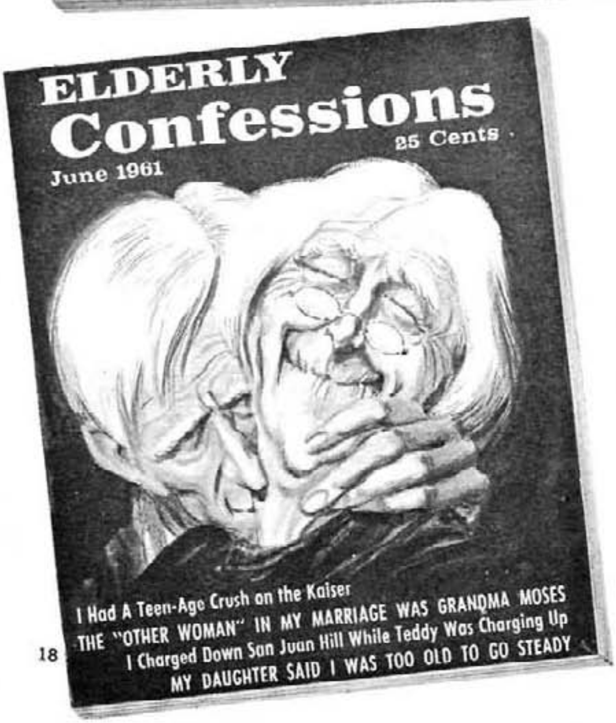


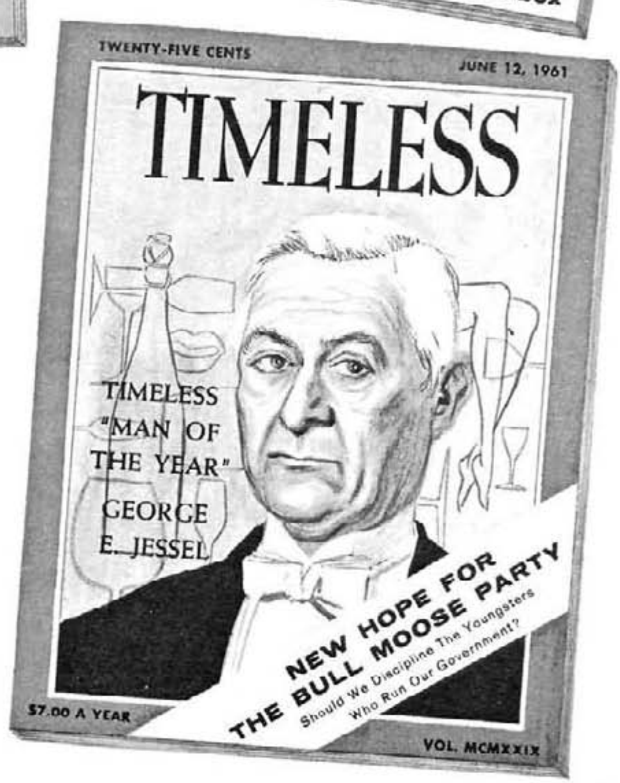
So far, magazine publishers have done nothing to cater to the older people in our population. But as their numbers increase, there's no doubt that this huge market of potential readers

MAGAZINES FOR









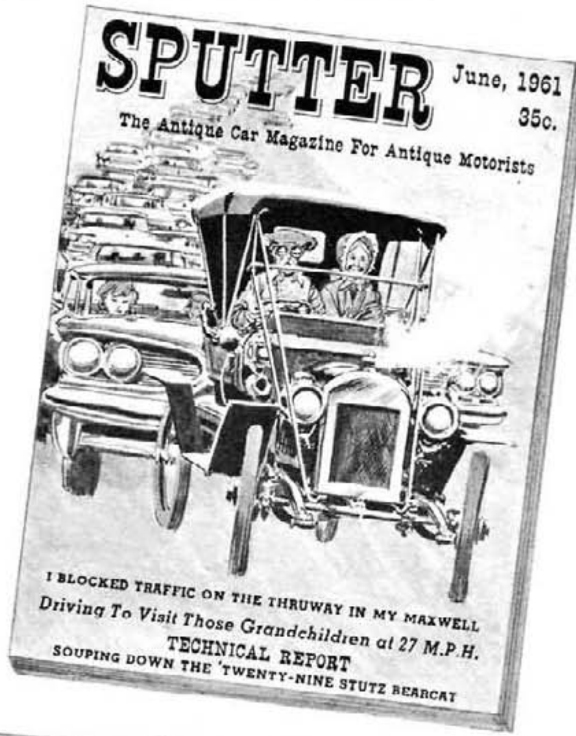
**If you take care of your peonies, the dahlias will take care of themselves.

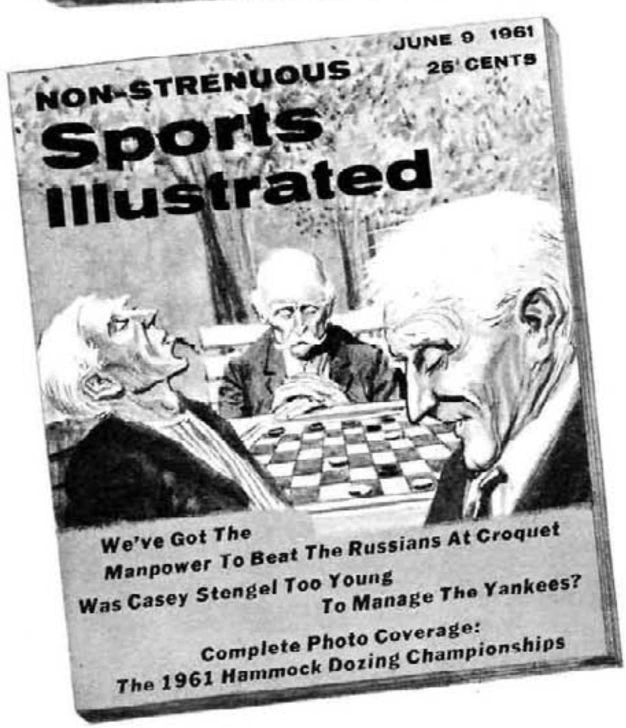
will be exploited to the fullest. Here, then, are **MAD's** ideas on what the newsstands of the future will be offering when the publishing world finally wakes up and begins to turn out . . .

ARTIST: GEORGE WOODBRIDGE
WRITER: TOM KOCH

SENIOR CITIZENS









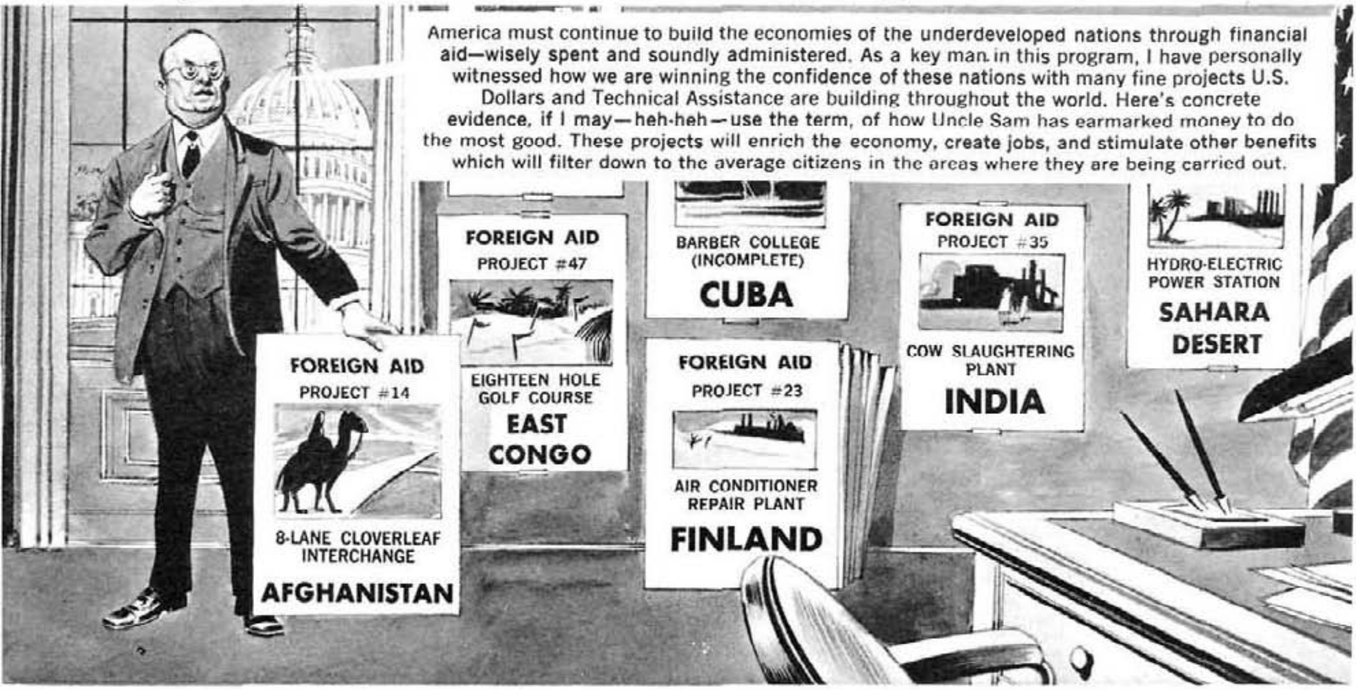
UNCLE SEMANTICS DEPT.

There's been a lot of serious talk lately about how American prestige overseas has fallen to an all-time low. If this is true (and there's no reason to doubt it since that's what our new President kept telling us all during his election

HOW TO IMPROVE AMER

Says FOREIGN AID OFFICIAL Ferris Palmgrese . . .

America must continue to build the economies of the underdeveloped nations through financial aid—wisely spent and soundly administered. As a key man in this program, I have personally witnessed how we are winning the confidence of these nations with many fine projects U.S. Dollars and Technical Assistance are building throughout the world. Here's concrete evidence, if I may—heh-heh—use the term, of how Uncle Sam has earmarked money to do the most good. These projects will enrich the economy, create jobs, and stimulate other benefits which will filter down to the average citizens in the areas where they are being carried out.



Says OVERSEAS ARMY OFFICER Col. Ulysses S. Muldoon...

There are tens of thousands of American servicemen in foreign lands. It is their actions—the things they say and do—which can raise America's prestige and win the respect and admiration of the people in these lands. That is why I consider it vitally important for all overseas commanders to see to it that their troops are always on their best behavior. This can be done by working with local governments to make sure that our enlisted men are provided with ample educational and cultural facilities for their off-duty hours. Such programs bring out the finest traits in our boys overseas, thereby earning the respect of the local yokels—er—citizens.



**A bachelor is footloose and fiancée free.

campaign and Presidents never lie!), then something ought to be done about it! To start the ball rolling, MAD investigated means of improving this shocking situation. Namely, we invited several Americans to give their opinions on—

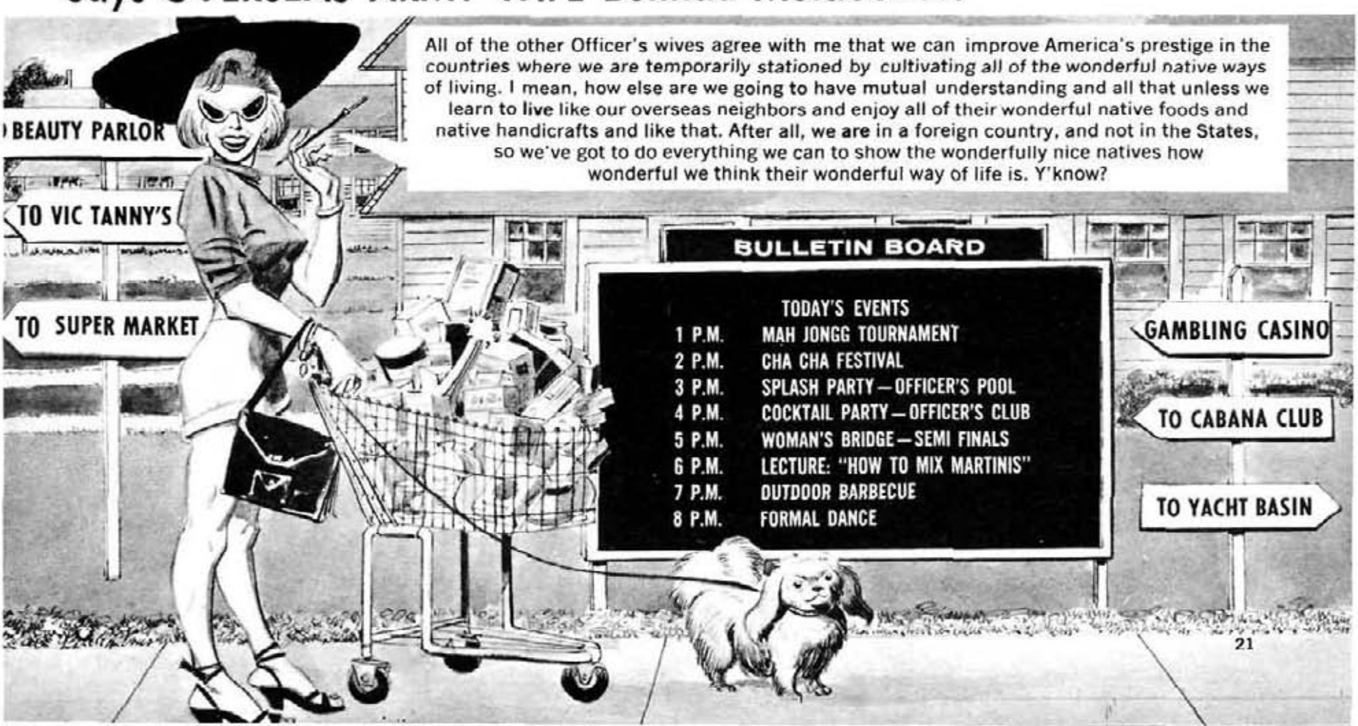
ICA'S PRESTIGE ABROAD

ARTIST: JOE ORLANDO
WRITER: FRANK JACOBS

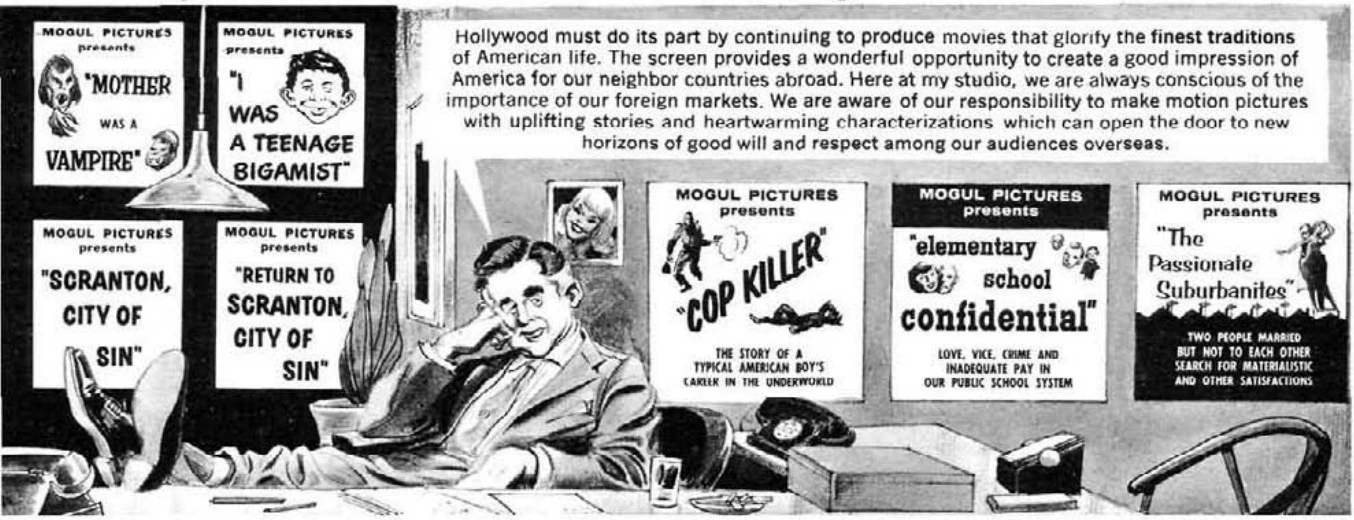
Says LABOR LEADER Jimmy Fester...



Says OVERSEAS ARMY WIFE Belinda Muldoon...



Says MOVIE PRODUCER Bimson J. Mogul...



Says BUSINESSMAN Otto J. Fleegle...

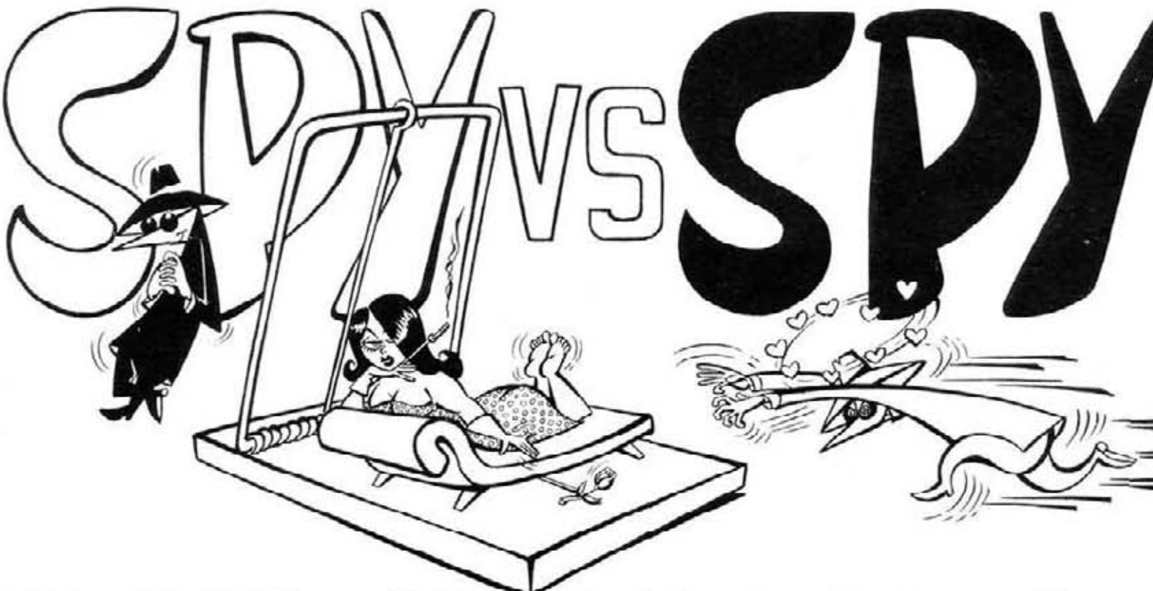


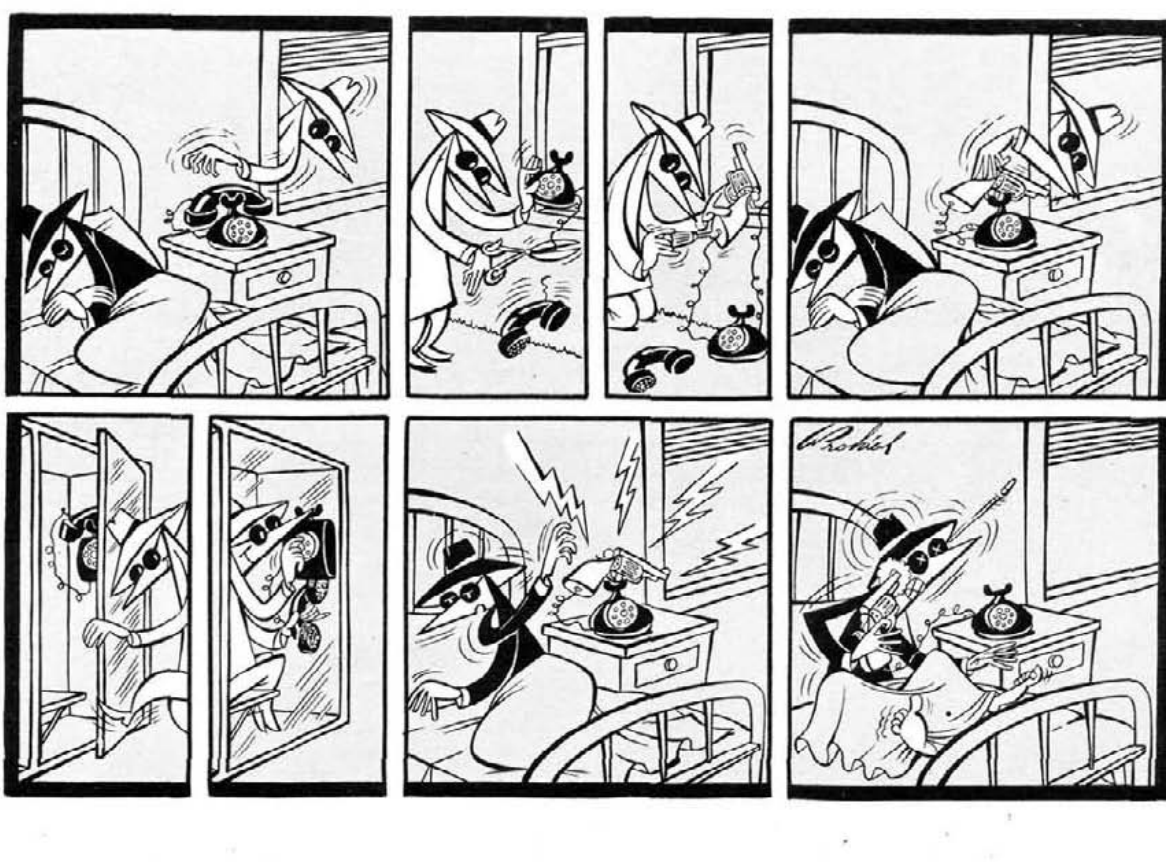
..It's a great life, if you don't week-end.

Says TOURIST Renfrew Snobkin...



Antonio Prohias is a famous Cuban artist who defied the censorship of the Castro regime with anti-Communist cartoons—until he was forced to flee Havana with his life. Now, he graces MAD with his cartoon sequence of friendly rivalry called—





SLUG IT OUT DEPT.

Have you noticed that the "Sports Fiction Story" has practically disappeared from the American scene? Today, people would rather enjoy the actual sport in the flesh, or on television, than read about it in print. And the reason is

SPORTS TY

THE FOOTBALL STORY

Clodowski fades back... looks for a receiver... He's got good b l o c k i n g ...and he throws a long pass downfield

THE HORSE RACING STORY

as they come around the far turn... it's Calamity Jane by two lengths
...Royal Crock is second
...Moppet is third
...Symphony fourth
...Cindy fifth
...and Sonia
At the wire, it's... Calamity Jane by three lengths

THE BASEBALL STORY

Lefty s w i n g s ...it's a slow bouncer down the third base line... and it rolls foul!

Lefty C O N NECTS with the next pitch... that ball is going... going... going... going... it's gone!

THE BOWLING STORY

San Giorgio delivers the ball ...
it's curving down the alley and hooking in a little too sharply... it's going to miss the pocke

..Couples on "Dutch-Treat Dates," dance check-to-check.

simple: Action! Reading about a sport can never match the action of watching the sport itself. Which brings us to this article: Here is MAD's new way of re-popularizing Sports Fiction by introducing the action that's lacking with

POGRAPHY

ARTIST: ARCHIE DE SILVA, N. Y. TYPOGRAPHICAL UNION #6

.. Stickles takes it on the 40 . . . to the 35 . . . dodges two tacklers . . . to the 30 . . . the 25 . . . and there's a big pile-up on the 20 yard line . . .

THE BOXING STORY

DiBiase moves in with a quick right jab . . . and a left upper cut the Champ is shaky and . . . he's going down . . .

THE TENNIS STORY

Gonzales stretches . . . serves . . .

. . . Trabert returns sharply

A backhand by Gonzales . . .

. . . Trabert overhands to near court

Gonzales smashes to far court . . .

. . . Trabert dives . . . and misses!

That's game and match! Gonzales leaps net to congratulate Trabert!

THE BILLIARDS STORY

Willie strokes the cue ball hard . . . and it rebounds off the cushion . . . strikes the 7-ball which . . . rebounds off the cushion and sinks in the corner pocket . . .

and hit full on the head pin and it looks like it's going to end up a split

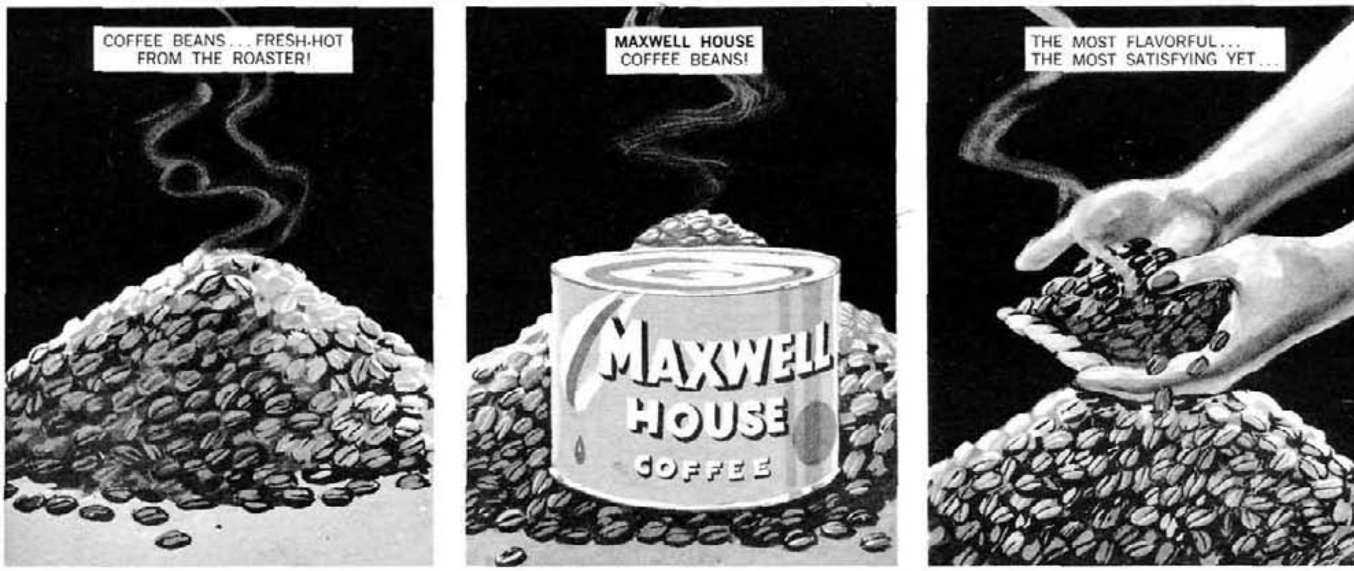
SWINGING AFTER THE PITCH DEPT.

After many years of looking and listening (and wincing), we've finally discovered what those one-minute television commercials are all about — They're all about one minute too short! It seems to us that the Television viewer is suffering all of the abuse and missing all of the fun . . . mainly all of the fun that goes on during . . .

THE MINUTE AFTER THAT ONE-MINUTE

ARTIST: BOB CLARKE
WRITER: SY REIT

THE MAXWELL HOUSE COFFEE COMMERCIAL . . . .



THE GRAVY TRAIN DOG FOOD COMMERCIAL . . . .



**Patriotic "Fourth of July Cakes" are coated with "Ol Thee Icing."



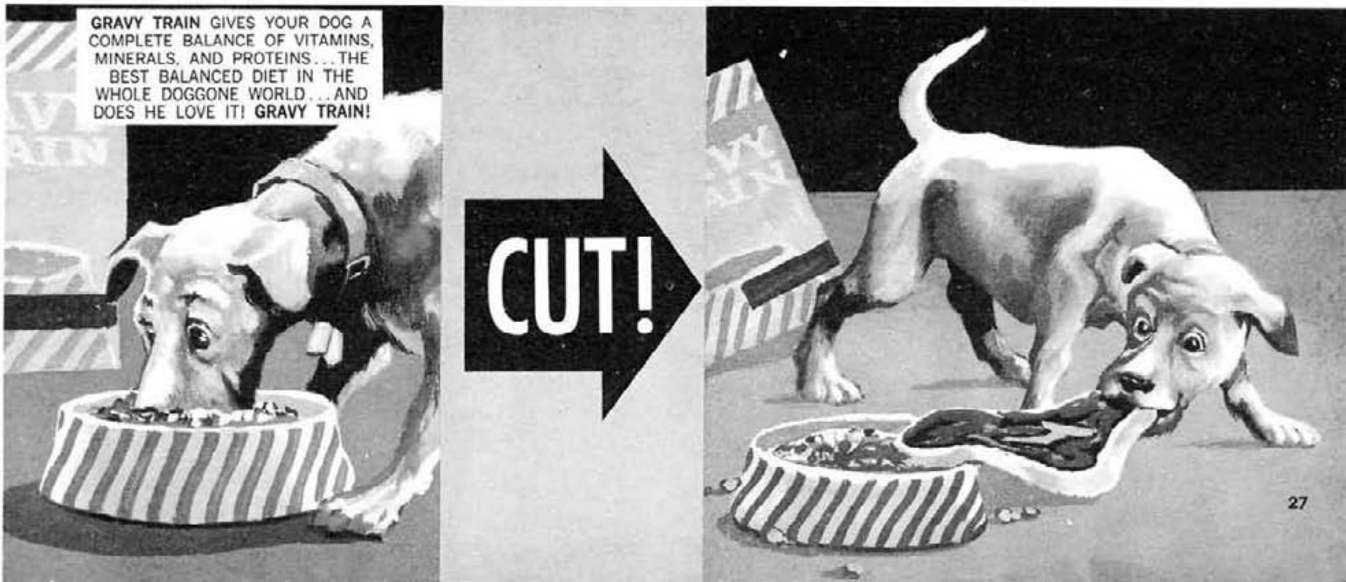
TV COMMERCIAL

..........................AND THAT MINUTE AFTER



..A convicted killer who gets "life" instead of hanging learns that no noose is good noose.

..........................AND THAT MINUTE AFTER



THE RISE INSTANT LATHER COMMERCIAL........................



THE HERTZ RENT-A-CAR COMMERCIAL ....



THE CHESTERFIELD CIGARETTE COMMERCIAL....................



..People who love to attend auctions always seem to end up baroque.

..................................AND THAT MINUTE AFTER



..................................AND THAT MINUTE AFTER



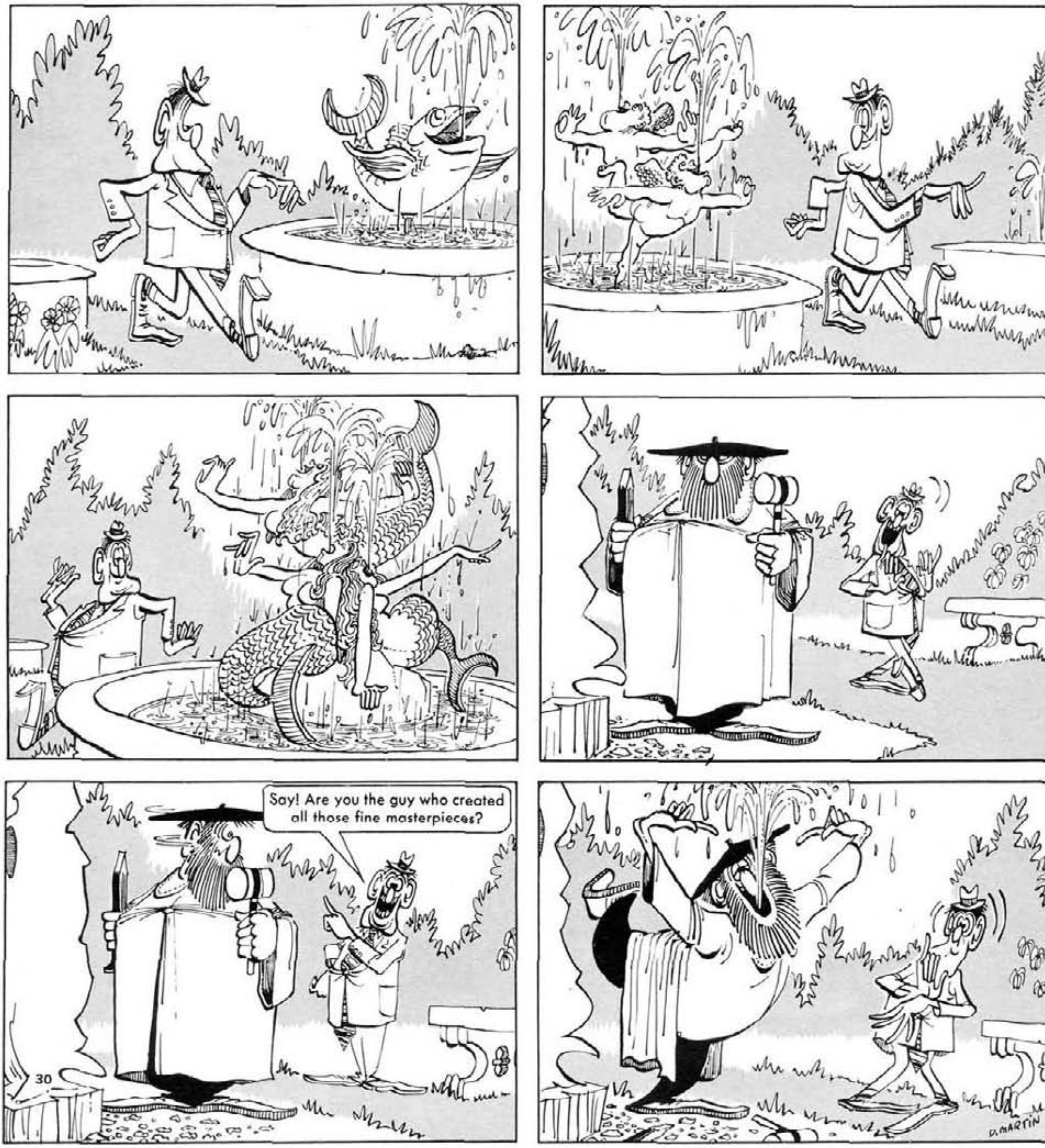
..................................AND THAT MINUTE AFTER



DON MARTIN DEPT. PART II

Don Martin tells us that the "unexpected" can happen anywhere, like the time he dropped in at MAD to buy a subscription, and we hired him as an artist on the basis of his signature . . . or the time he was minding his own business, admiring the beautiful fountains . . .

IN THE PARK



Over the past few years, the big national magazines have been battling each other to death in an effort to increase their readerships. But do they go about getting people to subscribe and then remain subscribers by improving the *quality* of their editorial content? Of course not! That's as bad as ever! What they do is: improve the quality of the *mail* they send out. Mainly the mail that begs people to subscribe, and pleads with subscribers to renew subscriptions. And, of course, those fantastic discounts they offer help. Anyway, get ready now as M A D investigates . . .

The Great Magazine Circulation Drive

ARTIST: JOE ORLANDO

WRITER: LARRY SIEGEL

A plain, average clod decides to try a subscription to "LIKE" . . . so he gets this letter from the publication:

LIKE

"The publication that likes people who like to subscribe to it"

SUBSCRIPTION RECEIVING DEPT.
444 AVENUE OF THE LEECHES
NEW YORK 98, NEW YORK

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N. J.

Dear Mr. Abisch:

Congratulations, and welcome aboard. We have just received your order for a three year subscription to LIKE Magazine. We are delighted to inform you that for the next three years--or 156 weeks--you will be receiving LIKE for the equivalent of 9¢ an issue...which is a savings of 16¢ per copy over our regular newsstand price.

Thank you once again for your subscription order.

Cordially,
Wently Wescott
Wently Wescott
Price Cutting Editor
for LIKE

Mr. Abisch is grateful for the "Thank You" note . . . until the next day, when he gets another letter from "LIKE" . . .

LIKE

"The publication that likes people who like to subscribe to it"

SUBSCRIPTION FOLLOW-UP DEPT.
444 AVENUE OF THE LEECHES
NEW YORK 98, NEW YORK

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N. J.

Dear Mr. Abisch:

Mr. Wently Wescott, our Price Cutting Editor, has informed me that he received your three-year subscription order for LIKE yesterday. This entitles you to receive LIKE for the next 156 weeks for th equivalent of 9¢ an issue, which is a savings of 16¢ per copy over our regular newsstand price.

Congratulations, and welcome aboard.

Now I would like to remind you that as of 10:36 this morning, your subscription has just 155 weeks and 6 days to run. Naturally, we would hate to see you allow your subscription to expire. So, since you have been with us for so many hours already, we would like to offer you our special "old friends" rate of not 9¢... but 8¢ an issue...if you subscribe now for another three years.

Thank you for taking care of your renewal order immediately.

Sincerely,
Prescott Crestley
Prescott Crestley
Price Cutting Editor Cutter
for LIKE

"When two egotists meet, it's an I for an I."

Mr. Abisch keeps getting similar letters once a week for the next seven months, after which "LIKE" sends him this:

LIKE

"The publication that likes people who like to subscribe to it, but which is like wondering about YOU!"

Subscription Promotion Dept. 444 Avenue of the Leeches N.Y. 98, N.Y.



What is LIKE?

LIKE is people . . . LIKE is dogs . . . LIKE is *travel* . . . *LIKE* is standing still . . . LIKE is gum under your movie seat . . . LIKE is gelatin inside a jar of gefilte fish!

LIKE is an experience, a joy, a wish, a dream, an itch, *a rabbit* punch!

LIKE is cash . . . LIKE is food . . . LIKE is a publication!

LIKE is money . . . LIKE is grub . . . LIKE is a magazine!

What is LIKE? . . . LIKE is a money-grubbing magazine!

Dear Mr. Abisch:

We hope you got the hint offered by this little promotion piece. Since we haven't heard from you regarding the renewal of your current subscription, which now has only 123 weeks and 5 days to run, we would like to make you this special "old, old friends" offer:

If you renew now for three more years, we will send you LIKE for not 8¢ . . . but 7¢ an issue. This is a savings for you of 18¢ over our regular newsstand price.

Bently Wentcrest
Subscription Poet
for LIKE

After eleven months and forty-four more promotion pieces, Mr. Abisch receives the following . . . "Special Delivery":

LIKE

"The publication that likes people who like to subscribe to it, but which is like beginning to hate YOUR GUTS!"

PROMOTION GIMMICK DEPT.
444 AVENUE OF THE LEECHES
NEW YORK 98, NEW YORK

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N.J.

Dear Mr. Abisch:

Your three-year subscription to LIKE will be running out in just 71 weeks and 3 days. Since, for some incomprehensible reason, you still haven't renewed your subscription, we have an exciting offer for you.

* *

For THIS week only (and every other week with a Wednesday) we are offering you our "old, old, old friends" rate of not 7¢, but 6¢ a copy . . . a savings of 19¢ over regular newsstand price if you renew now for another three years.

* *

To help induce you to accept this offer, our ever-busy, imaginative Promotion Gimmick Dept., which operates at an annual cost of $3,500,000, encloses the following: a penny, a pencil, a bunch of money-saving subscription stamps, a package of lentil soup, and an autographed picture of Jack La Rue. By using all these items in some clever way, which we have as yet to determine, you will not only be able to re-subscribe, but you can have all kinds of fun while doing so.

We are expecting your renewal order immediately, knowing full well that you are now permanently indebted to us for these gifts, and would not want to be considered an ingrate.

Cordially,
Westley Crestcott
Promotion Gimmick Editor
for
LIKE



Now, in 999,999 cases out of a million, a subscriber is *so worn out by this kind of attack that he gives in.* But it just so happens that Mr. Abisch is one in a million—He refuses. So now it's time for some rarely-publicized *emergency treatment.* This letter arrives by messenger:

FROM THE DESK OF:

HENRY R. LURE
Editor-In-Chief
LIKE Magazine

Mr. Murray Abisch
1213 Snorkel Avenue
Jersey City, N. J.

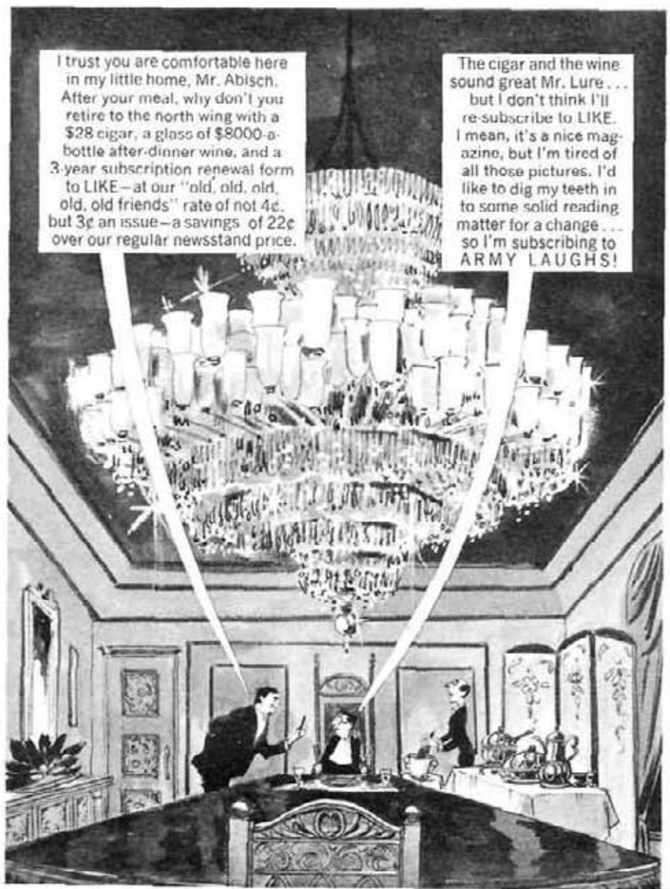
Dear Mr. Abisch:

You are cordially invited to be the house guest of LIKE Magazine's Editor-In-Chief, Henry R. Lure, from February 10 through February 15.

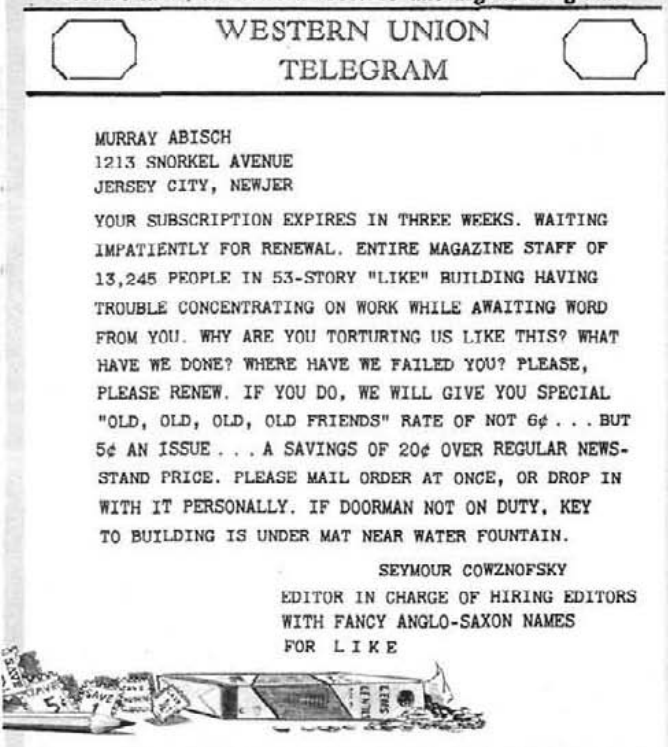
One of Mr. Lure's private chauffeured Cadillacs will call for you tomorrow evening at 8:00 to transport you to The Lure Estate at East Snob, Long Island. Upon arrival, you will have a dinner of pheasant-under-glass and candied ostrich navels, after which you and Mr. Lure will go to a formal moonlight swim in Mr. Lure's private swimming pool—the Long Island Sound.

Cordially,
Breastly Penscott
Breastly Penscott
Secretary to Mr. Lure

P.S. White ties will be worn during formal moonlight swim.



Sixteen months and 64 letters, 126 pennies, 212 pencils, 1,645 money-saving subscription stamps, and 95 pairs of scissors later, Mr. Abisch receives this urgent telegram:



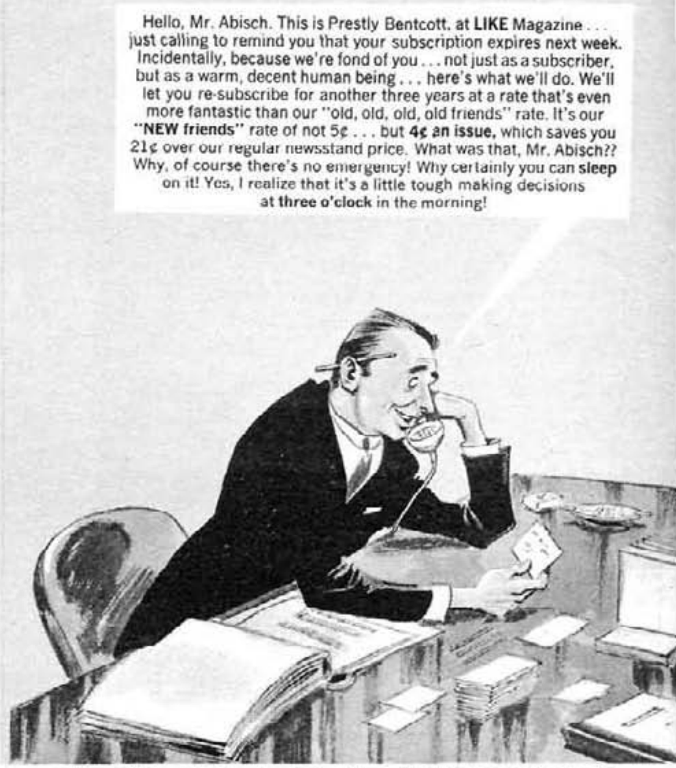
WESTERN UNION
TELEGRAM

MURRAY ABISCH
1213 SNORKEL AVENUE
JERSEY CITY, NEWJER

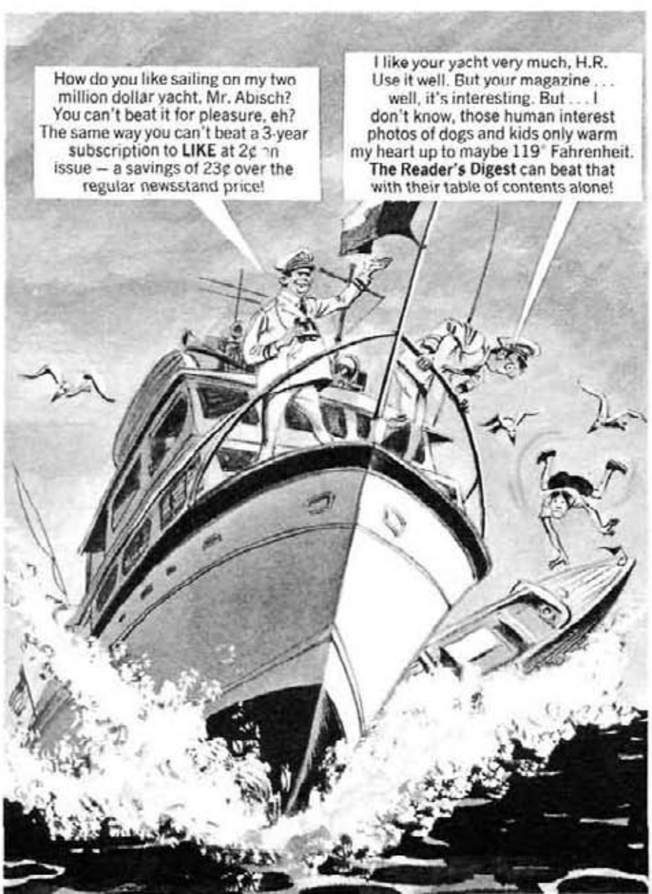
YOUR SUBSCRIPTION EXPIRES IN THREE WEEKS. WAITING IMPATIENTLY FOR RENEWAL. ENTIRE MAGAZINE STAFF OF 13,245 PEOPLE IN 53-STORY "LIKE" BUILDING HAVING TROUBLE CONCENTRATING ON WORK WHILE AWAITING WORD FROM YOU. WHY ARE YOU TORTURING US LIKE THIS? WHAT HAVE WE DONE? WHERE HAVE WE FAILED YOU? PLEASE, PLEASE RENEW. IF YOU DO, WE WILL GIVE YOU SPECIAL "OLD, OLD, OLD, OLD FRIENDS" RATE OF NOT 6¢ . . . BUT 5¢ AN ISSUE . . . A SAVINGS OF 20¢ OVER REGULAR NEWS-STAND PRICE. PLEASE MAIL ORDER AT ONCE, OR DROP IN WITH IT PERSONALLY. IF DOORMAN NOT ON DUTY, KEY TO BUILDING IS UNDER MAT NEAR WATER FOUNTAIN.

SEYMOUR COWZNOFSKY
EDITOR IN CHARGE OF HIRING EDITORS
WITH FANCY ANGLO-SAXON NAMES
FOR LIKE

Two weeks and fourteen telegrams later, Mr. Abisch gets the following telephone call direct from "LIKE" Magazine":



**Many a father who invests a fortune in sending his son to college only receives a quarterback.









But, you may ask, why do "LIKE" and other big publications go to so much trouble to keep building their circulations? And why do 85% of their readers get these magazines by subscription at ridiculously low rates? The answer can usually be found in the full-page ads these magazines place in newspapers and advertising trade journals.

GOING UP!!

Yes, sir . . .
LIKE Magazine's Circulation is going up all the time!



And do you know WHY? Because LIKE readers are so wild about our magazine that our subscription promotion department is kept busy night and day corresponding with millions of eager subscribers.

The thing that makes us so happy is that our circulation keeps growing so "unexpectedly" and "spontaneously". Here we are, quietly putting together our great magazine every week, sometimes forgetting that our subscribers exist, when all of a sudden out of nowhere millions of people swamp us with subscriptions. We can't explain it. But it's wonderful.

GOOD NEWS FOR ADVERTISERS

As of this week, LIKE Magazine has signed up 10 million excited spontaneous subscribers. And so, because we have reached a milestone in circulation, we are eager to pass along the good news to all advertisers. Beginning with the April 13th issue, advertisers will no longer pay $42,000 for a full page. That was a nice fair rate when we only had 9,900,000 excited spontaneous readers. Now that we have 10,000,000 excited spontaneous readers, we are morally obligated to do the decent thing. So we're raising our rates to $52,000 for a full page ad in LIKE.

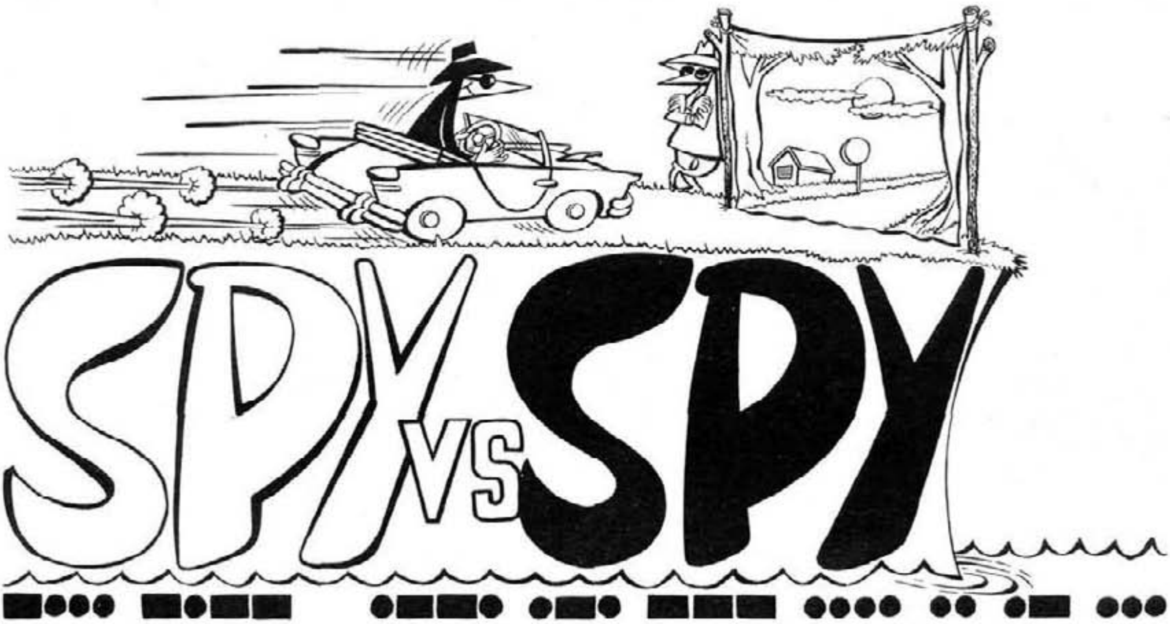
Good news? You bet! But you take it from us, it's going to get even better. You'll be paying a lot more before the year is over! Because next week, LIKE is hiring another 2500 people for our subscription-promotion department . . . to get after those 170,000,000 other Americans who still don't read LIKE. All this will cost an extra $12,000,000, a sum we intend to make up quickly by eliminating our entire staff of writers and photographers.

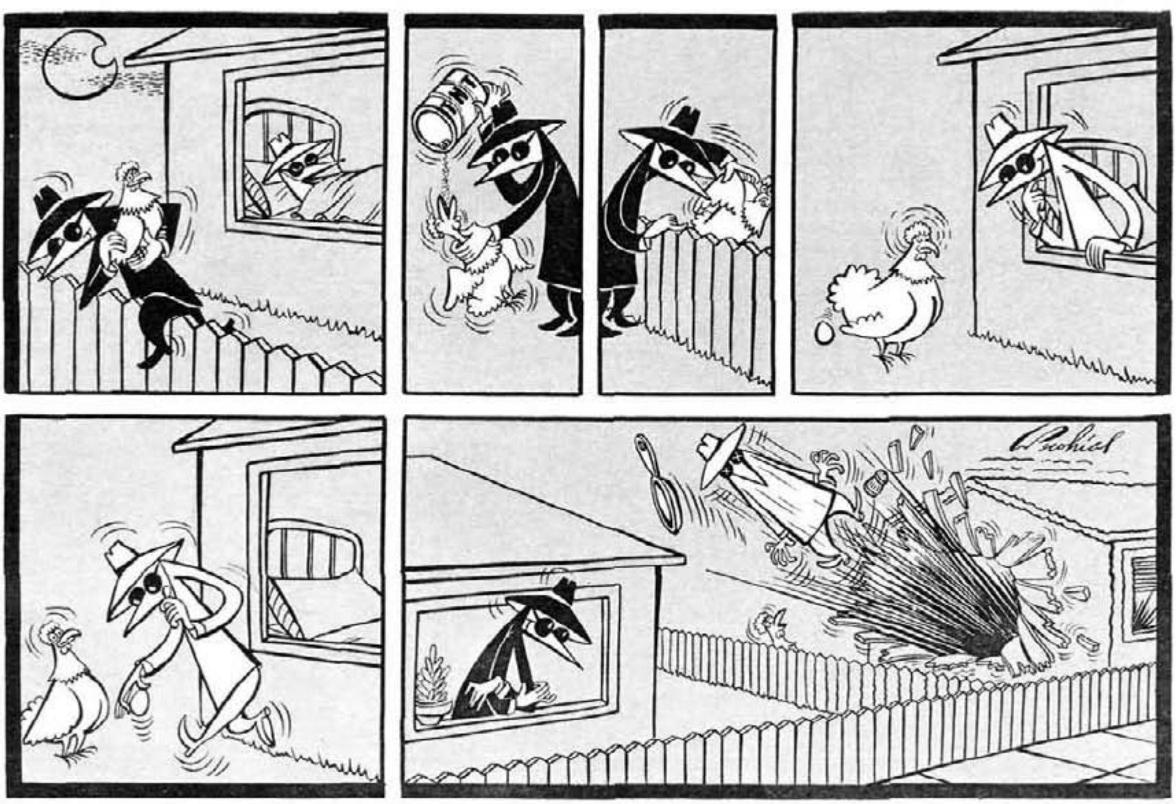
Remember this: WHEN YOU ADVERTISE IN "LIKE", YOU KNOW YOUR MESSAGE WILL BE READ (by our proof readers)! Contact:

LIKE MAGAZINE ADVERTISING DEPT.
444 Avenue of the Leeches
New York 98, New York

**Anthologists spend quiet evenings raiding good books.

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as –





INSIDE-OUCH DEPT.

Today, huge companies spend millions of dollars in advertising and public relations to maintain a "Corporate Image". However, a company's "Corporate Image" isn't always a true picture of what goes on . . . as you'll discover when the Editors bring you

A MAD PEEK BEHIND



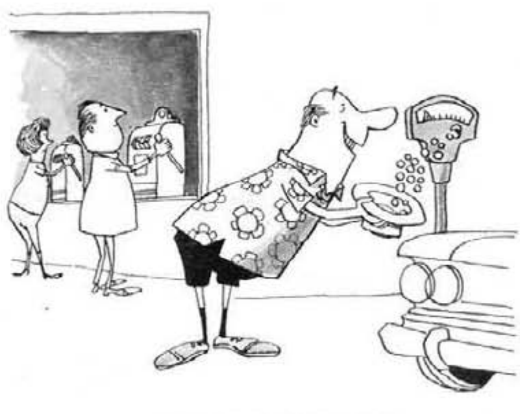
BOARD MEETING AT THE "MILTOWN TRANQUILIZER" COMPANY



THE MAIN OFFICE OF THE "PEPSI-COLA" COMPANY



THE OFFICE OF "ITALIAN SWISS COLONY WINES"



A LAS VEGAS PARKING LOT



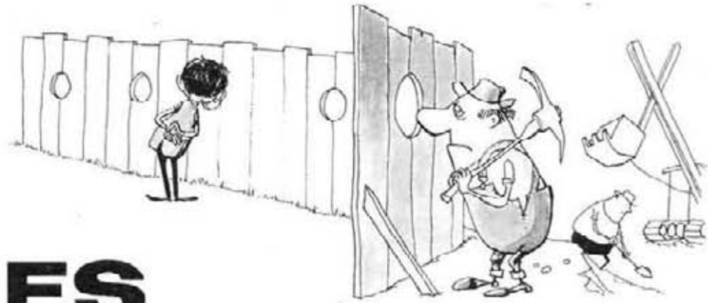
THE OFFICE OF THE "REYNOLDS TOBACCO" COMPANY



TODAY'S MOTION PICTURE CENSORSHIP BUREAU

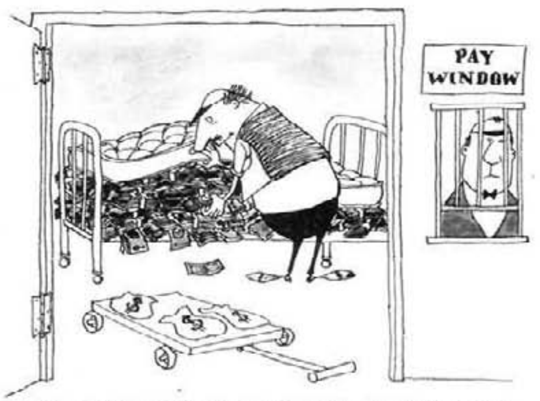
**Touring prophets are known as "sight-seers".

..Egotists have the screaming me-me's.



THE SCENES

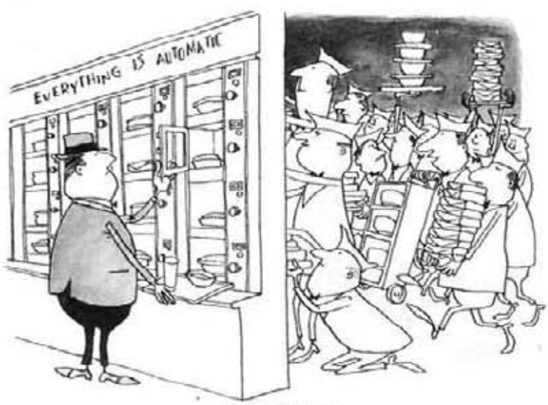
WRITER & ARTIST: DAVID BERG



THE PAYROLL OFFICE AT THE "MOSLER SAFE" COMPANY



THE OFFICE OF "PAN AMERICAN WORLD AIRWAYS"



THE AUTOMAT



THE UNITED STATES WEATHER BUREAU



THE "ARPEGE PERFUME" FACTORY



THE MAIN OFFICE OF THE "A & P"

COVER-STORY DEPT.

You may not believe this, but 4,378 new paperback titles hit the newsstand book racks every time your watch ticks (unless you forget to wind it!) Now, we at MAD are all for "culture" . . . but let's face it: Most of these paperback books contribute very little to the cause! (Granted, MAD contributes very little to the cause, too . . . but

PAPERBACK

LOVE STORIES

ARTIST: BOB CLARKE



CRIME STORIES



WESTERN STORIES



**Poets who become singers go from Bard to voice.

that's another article!) Besides, there are just too many paperback books for anyone to read them all. So we've come up with a game in which you can get more "culture" out of reading the titles than reading the books. Yes, gang, you can save your time, eyesight, and mainly lots of money by playing MAD's new title-reading game called . . .

ROULETTE

WRITER: SY REIT



SUCCESS STORIES




CONFESSION STORIES
I WAKE UP SCREAMING
ALL SHOOK UP
Night After Night
LEARNING THROUGH EXPERIENCE
How to Live WITHOUT Liquor
SELF-IMPROVEMENT & PHILOSOPHY
HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
GO NAKED IN THE WORLD
HOW TO KEEP FROM DROWNING
DON'T GO NEAR THE WATER
HOW TO SLEEP WITHOUT PILLS
LIE DOWN IN DARKNESS
HOW TO MAKE MORE MONEY
STEAL BIG
How To Win And Hold A Mate
Never Love a Stranger
WHAT IS LIFE?
UTTERLY MAD

**The "manic-depressive" type believes in easy glum, easy glow.

We all love to read newspaper gossip columns, because they give us poor slobs intimate glimpses into the exciting lives of glamorous celebrities. But the trouble with gossip columns is: They're all misleading! For one thing, columnists greatly exaggerate commonplace events to make them exciting. For another, most columnists have certain favorite people whom they always praise, and certain other people whom they knife at every opportunity. As a result, some celebrities are always getting clobbered in print, no matter what they do, while others invariably come out of every scrape smelling of roses. Also, when a columnist is stuck for material, he stirs up trouble by inserting provocative items in the form of questions, leaving the rabid reader free to draw his own evil conclusions, and thus protecting himself from lawsuits. To show you what we mean, first we'll sample a few hot items from a typical column, and then we'll take you behind the scenes for the truth . . . as MAD shows you

HOW TO READ

BETWEEN THE LINES, AND FILL IN THOSE LITTLE DOTS (...) IN

A GOSSIP COLUMN

ARTIST: GEORGE WOODBRIDGE WRITER: DON REILLY

HERE IS A SAMPLE ITEM FROM A TYPICAL GOSSIP COLUMN ABOUT A CELEBRITY WHO'S A FRIEND OF THE COLUMNIST:

Wanda Turquoise, in addition to being a busy movie actress, is also a wise and devoted mother. She keeps close tabs on her young son's education, never allows him to watch the gory violence so prevalent on TV . . .

AND HERE IS THE TRUTH, WHICH SHOWS THE COVER-UP:



HERE IS A SAMPLE ITEM FROM A TYPICAL GOSSIP COLUMN ABOUT A CELEBRITY WHOM THE COLUMNIST DOESN'T LIKE:

We can't reveal her identity, but we know a famous Hollywood star who got so annoyed at playboy-director Elia Shpielia's attempts at petting that she bit him, and chewed up his trouser leg for good measure . . .

AND HERE IS THE TRUTH, WHICH SHOWS THE CLOBBERING:

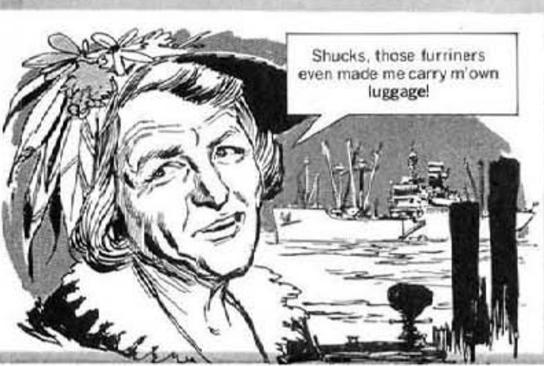


NOW LET'S TAKE A LOOK AT AN ENTIRE COLUMN TO SEE WHAT ITEMS ARE COVER-UPS, AND WHAT ITEMS ARE CLOBBERINGS . . .

THE COVER-UPS







Walter Windfull

In New York

Those two wonderful screen favorites, Tony Blurtz and Janet Leak, are breaking up their love nest. But since they're both such loving and devoted parents, they're waging a terrific battle over custody of the *children* . . . *Word is going around that Jock Lemon* has gone sour on his latest sugar . . . Looks like our prediction that song-stylist Abbe Lung would flop at her Las Vegas opening came true. The customers left in droves the minute she came on!

Rip Tore, Tab Collar, Ram Rod, Crank Case, Tad Pole, Cam Shaft and Steel Wool in town en masse to promote their new movie, "All The Brothers Were Anemic" . . . We hear that Tondalayo Furd, the dee-lovely, dee-lightful Broadway and Hollywood nite-club thrush, has worked out an arrangement with Uncle Sam's revenoo boys to pay off that big chunk of back taxes she owes, thus making monkeys out of all those smart-alecks who said she'd never be able to do it!

Seems to us that young Rock 'n Roll star, Frankie Abalone, is getting too big for his britches. He was heard to utter some very unkind remarks about his fans after they greeted him enthusiastically when he flew into N.Y.'s Idlewild Airport . . . Famous hostess Elsa Mixwell annoys her guests lately by excusing herself after one of her indigestible dinners to swig stomach remedies while they stand around belching . . . We've got it on good authority from one Hollywood leading lady recently returned from Europe that all that stuff about European men being dashing lovers and gallant hand kissers is so much bunk!

Tennessee Sweetyam, the playwright, is working on a new one about a disturbed young Southern politician who flees an unhappy love affair back home and gets a job as a street cleaner in New York, only to fall in love with his broom . . . All show biz would be saddened if they knew that comic Steve Alum prefers spending his free time with a beautiful model and a bottle instead of his lovely wife, Jean Mildews!

THE CLOBBERINGS













French import, Corrine Cutlet, tried to enditall by taking an overdose of sleeping pills, but she scoffed a bottle of benzedrine tablets by mistake. Friends plan to put her under a doctor's care as soon as she comes back down to earth . . . Jason Crowbars, Jr., the B-way thespian, has been Lauren Bacool's house guest for some time now. Could there be wedding bells in the making, kids?

Tobo, The Dog-Faced Boy, of circus fame, and his missus delighted with their first litter . . . Maybe the respective spouses of the darling of the International Set, Naomi Van Funk, and Count Manny Kreplach better start consulting the Yellow Pages under "Lawyers". Naomi and the Count were seen exchanging torrid whispers in a Rome hot spot!

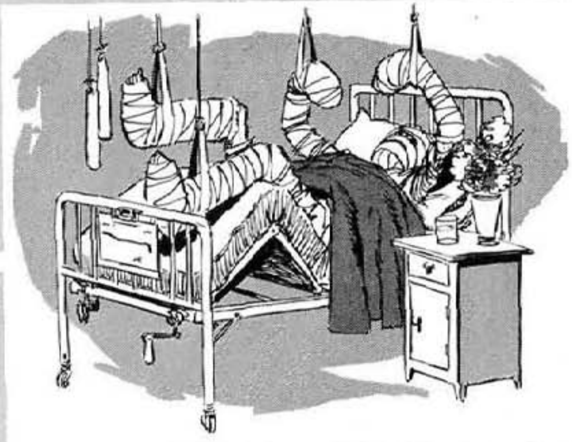
Bobby Daring, soundsational ditty walloper, feels he is well enough established in the record business to bring out a disc that doesn't sound like "Mac, The Knife" . . . TeeVee's Dr. Joyce Bothers is one of the best-looking headshrinkers we've seen in many a day. Her hubby is a lucky man to have such an attractive, intelligent wife who knows all the answers when it comes to maintaining domestic bliss.

Pub-crawlers making a big fuss over Don Tickles, who has a unique method of handling ringside hecklers. Instead of insulting them, Don whips out a .38 and lets them have it right between the eyes . . . We went over to see Jack Purr when we heard he was laid up in the hospital, thinking we could put aside our differences. Should have saved our time, however, because Jack didn't even offer to shake hands!

You saw it here first: The U.S. Government will call in a big Madison Ave. ad agency to establish a favorable image of nuclear bomb tests. Theme of the campaign will be: "For the first time in your life, a bomb that's really clean!" . . . The Duke and Duchess of Finster, the world's most charming and glamorous couple, are visiting Gotham plush spots this week – a sight to gladden the heart of this old colyumnist, as the Duke and Duchess never seem to tire of the gay social whirl, or each other. Ah, love!

Cinemogul Spyro Gyro outfitted his Mediterranean yacht to look like a Pirate Ship of old, and took a passel of society guests aboard for a Buccaneer Party. Spiro, who's a stickler for authenticity in everything he does, climaxed the cruise by having his entire crew walk the plank—to the delight of the gay assemblage. He sails for Copenhagen just as soon as he can round up a new crew . . . Saw Lana Languid and Moe Orless supping at The Jade Fingerbowl last night. Lana was in tears. Looks like a smashup of their marriage, which I predicted wouldn't last when they tied the knot!



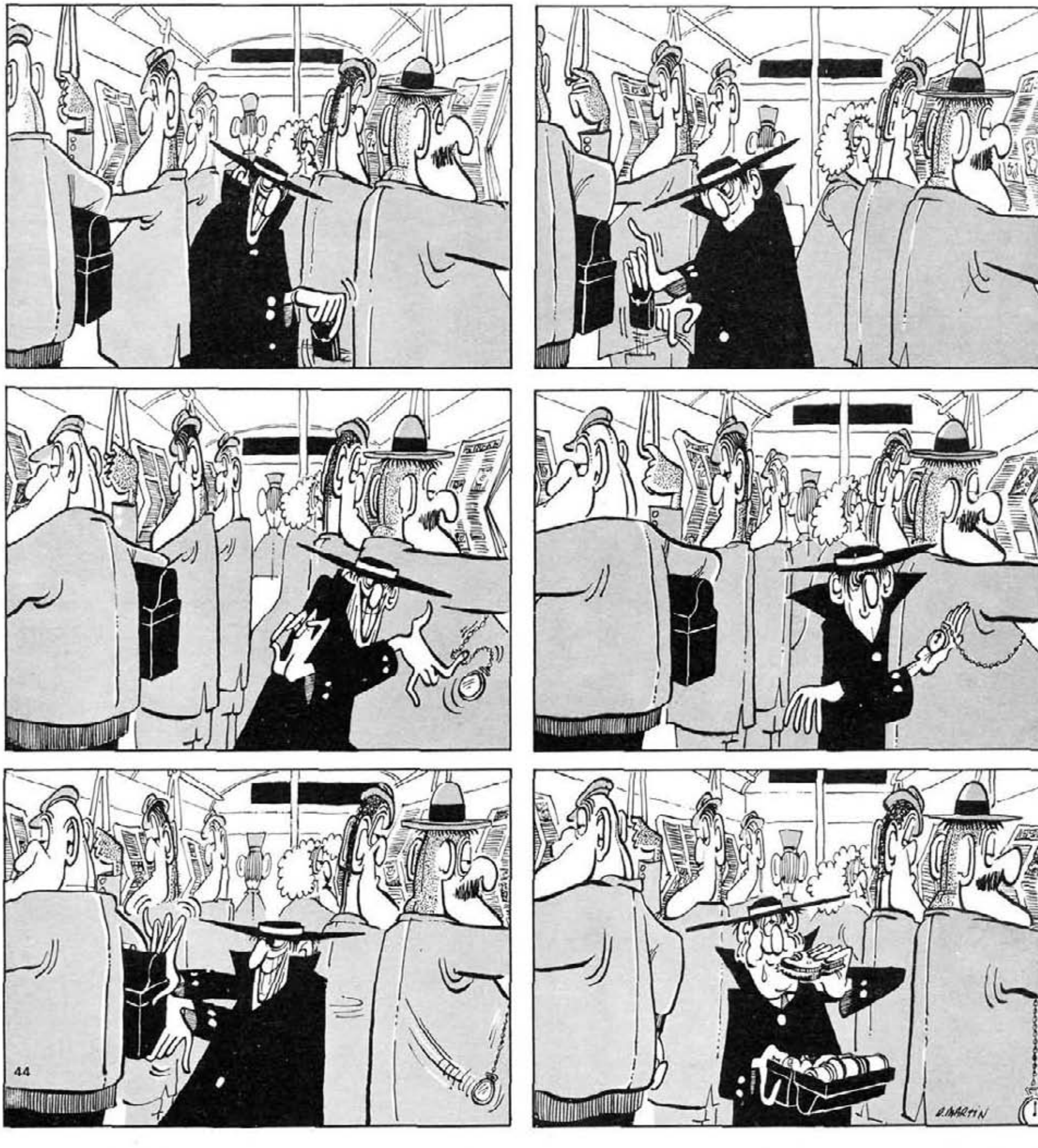




DON MARTIN DEPT. PART III

Even before he became an artist (and some say he still isn't one!) Don was always good for a "lift"... especially when he worked as

THE PICKPOCKET



In 1836, one of the greatest chapters in U.S. history was written by the brave men who defended "The Alamo." Today, almost every American knows and respects the *historical facts* behind this great heroic event. The few that don't, it seems, are in the moving picture business. You'll see just what we mean as . . .

MAD VISITS JOHN WAYDE ON THE SET OF "AT THE ALAMO"

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

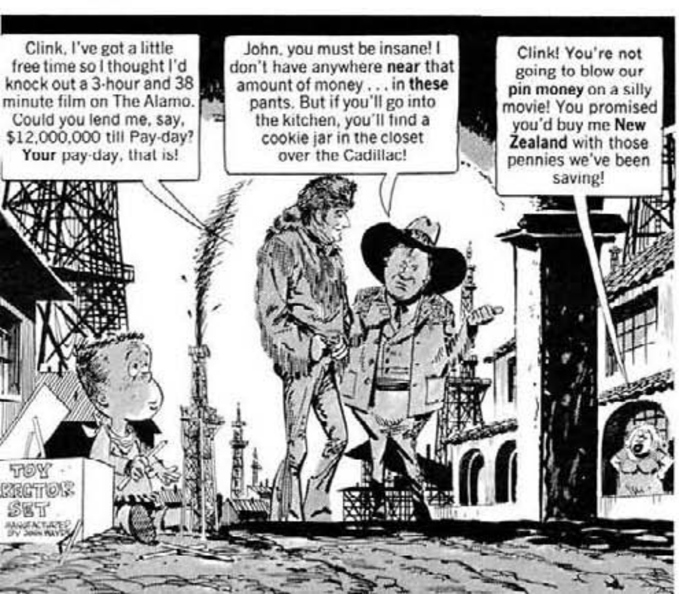




"I've been asked how I managed to raise $12,000,000 to make this film. Well, all I did was go to my friend Clink Merchantman. You see, I also believe in **Texas Oil Millionaires** . . ."



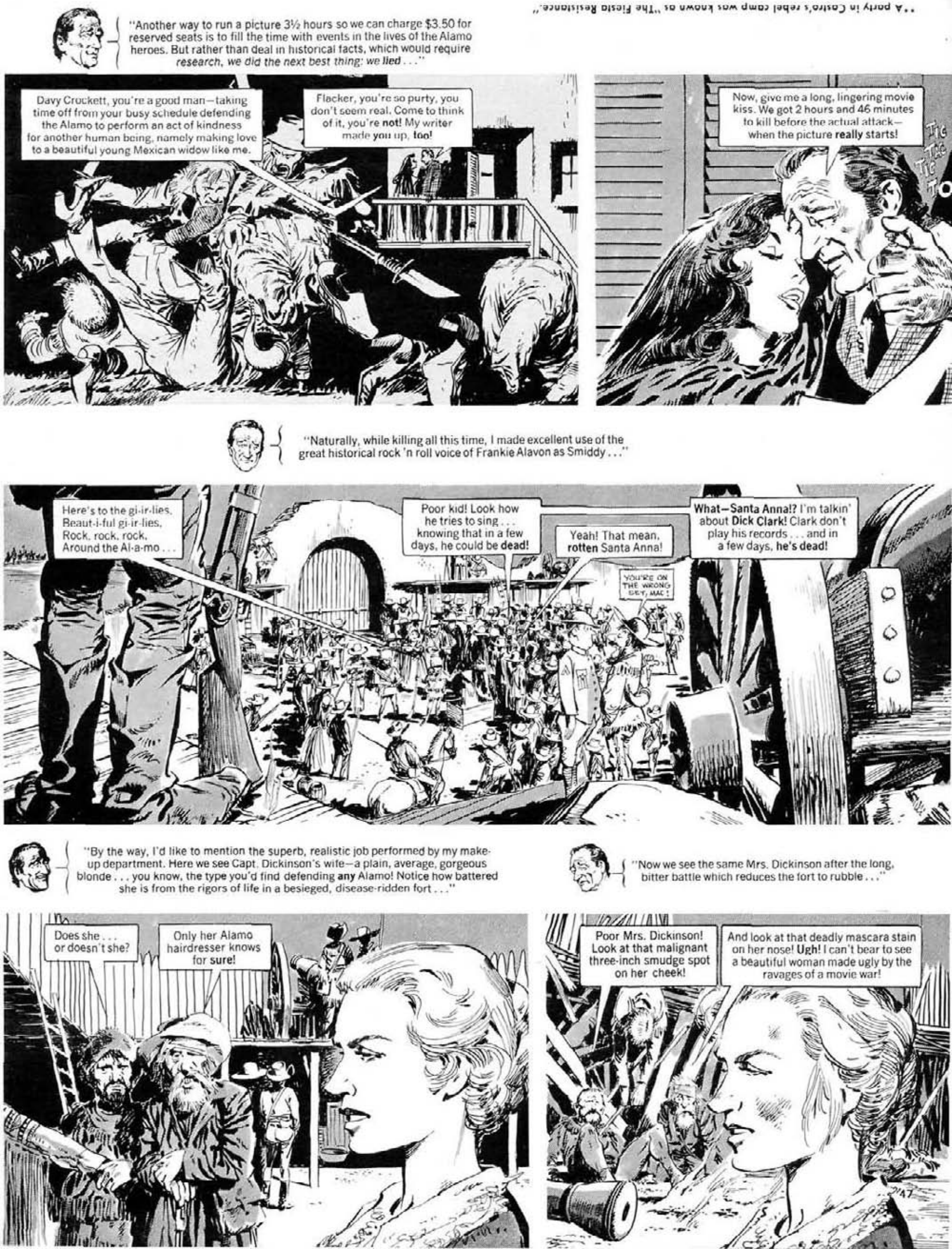
"My next move was to hire a top-notch historical writer to do the screenplay—someone familiar with the story of Texas independence—a scholar who could make those pages of history come **alive,** by twisting facts and sneaking in sexy girls at the most improbable moments . . ."






"Next came the vital job of casting the movie. In order to coax the TV audiences out of their living rooms and into the theaters to see it, I decided to hire a popular TV star to play Sam Houston . . ."
You understand that this is just a **cameo part**, Dick! It's pretty **small**. I only want your name, for billboards and ads!
I understand, John. I also understand you're **directing** this movie, so I'd **rather** have a SMALL part! *The* ***smaller*** *the* ***better!***
"Finding stars like Richard Boome to play Sam Houston, Richard Widemark to play Jim Bowie, and me to play Davy Crockett was easy. What concerned me more was pleasing the folks to who go to movies to see good acting. So I imported Laurence Harvard, of "Room at the Tip" fame, from England, to play the role of Colonel Travers . . ."
I say, John! I rahlly don't think *I can be very convincing as an* arrogant commahnder from South Carolina with this English accent!
Don't worry about a thing, Larry! *Practice talking with a Southern* accent for the first few scenes, and then you can **drop** it. Nobody *will notice the difference!*
"But, to protect our $12,000,000 investment and insure a profit, it was important that we attract the most **important** movie-going audience of all!"
How about this important American historical figure I just **made up** this morning, John? We'll call him Smiddy, and make him a teenager who sings historical Alamo rock 'n roll songs! I warn you, though—if you include him in the film, it may mean 10 million teenagers at the box office . . .
I **believe** in this picture, Jim, so I'm willing to make **sacrifices!** I'm also willing *to* ***gamble!*** *I'm casting Frankie* Alavon, here, to play Smiddy! How's **that** for guts?
I met m'bay-bee at the—at the—A-a-ala-mo!
Incidentally, Frankie! We're all letting our hair grow **long** and **wild** and **unkempt** for this movie *. . . so you'll have to get yours* **trimmed to match!** Okay . . .?
"The casting was complete except for two important roles, little Lisa Dickinson, and Captain Bonham. After weeks of intensive scouting and interviewing the world's finest talent, I finally found the two stars who were **made** for these roles . . ."
Now, look, Patrick and Aissa! I want you to do your very **best** in these roles, and help make this a really **great** picture!
You bet, Dad . . .
Me will, Da-da . . .
"As we all know, the **longer** the picture nowadays, the **greater** it is. Well, we had a greatness problem right from the start. Namely, how to add three hours to an exciting half-hour assault on the Alamo by the Mexican Army. One way was to pad the time with lengthy speeches about freedom . . ."
Republic! *I like the sound of that word,* Travis. It means a place where a man can live free, and work free, and get drunk free. It means a place where a baby can shave, and a girl can dance, and a stunt man can break a leg free. Republic! Yep, those pictures I starred in made a lot of money for Republic. And **that's** what I'm fighting for . . .!
If that's what you're fighting for, Davy, then **I'm** rooting for Santa Anna . . .!
TIME TO BLOW FEATHERS DAVY!

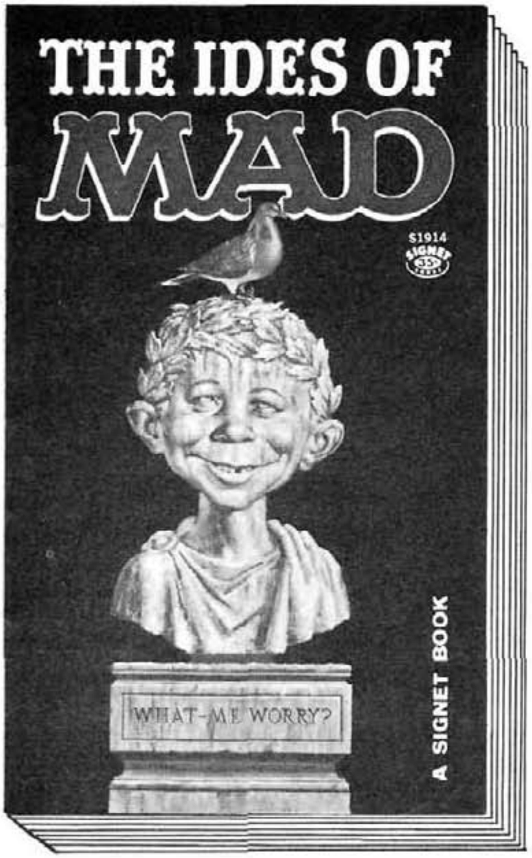
..A party in Castro's rebel camp was known as "The Fiesta Resistance."





**Talkative students graduate college "summa cum loud."

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...as, stab after stab, it assassinates

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Sadder...
But wiser
where there's strife...there's Beer
WHAT A HEAD!
Who said you can't
tie one on with beer?
Here's a guy who drinks
"The Beverage of Moderation,"
and he's been in a beer
stupor for a month!
Dear John,
I've taken your drinking
just about as long as I can.
I've also taken the children,
the car, and the bank book!
You'll be hearing from my lawyer!
Goodbye!
Selma